Hartford North Park: A Downtown Area Plan

Public Presentation
12.11.13

Agenda:

Public Presentation 12.11.13

1. **Updated Development Scenarios**
   a) Final test fit scenarios based on feedback from last meeting.
   b) Illustrative sections for Downtown West and Town Center sites

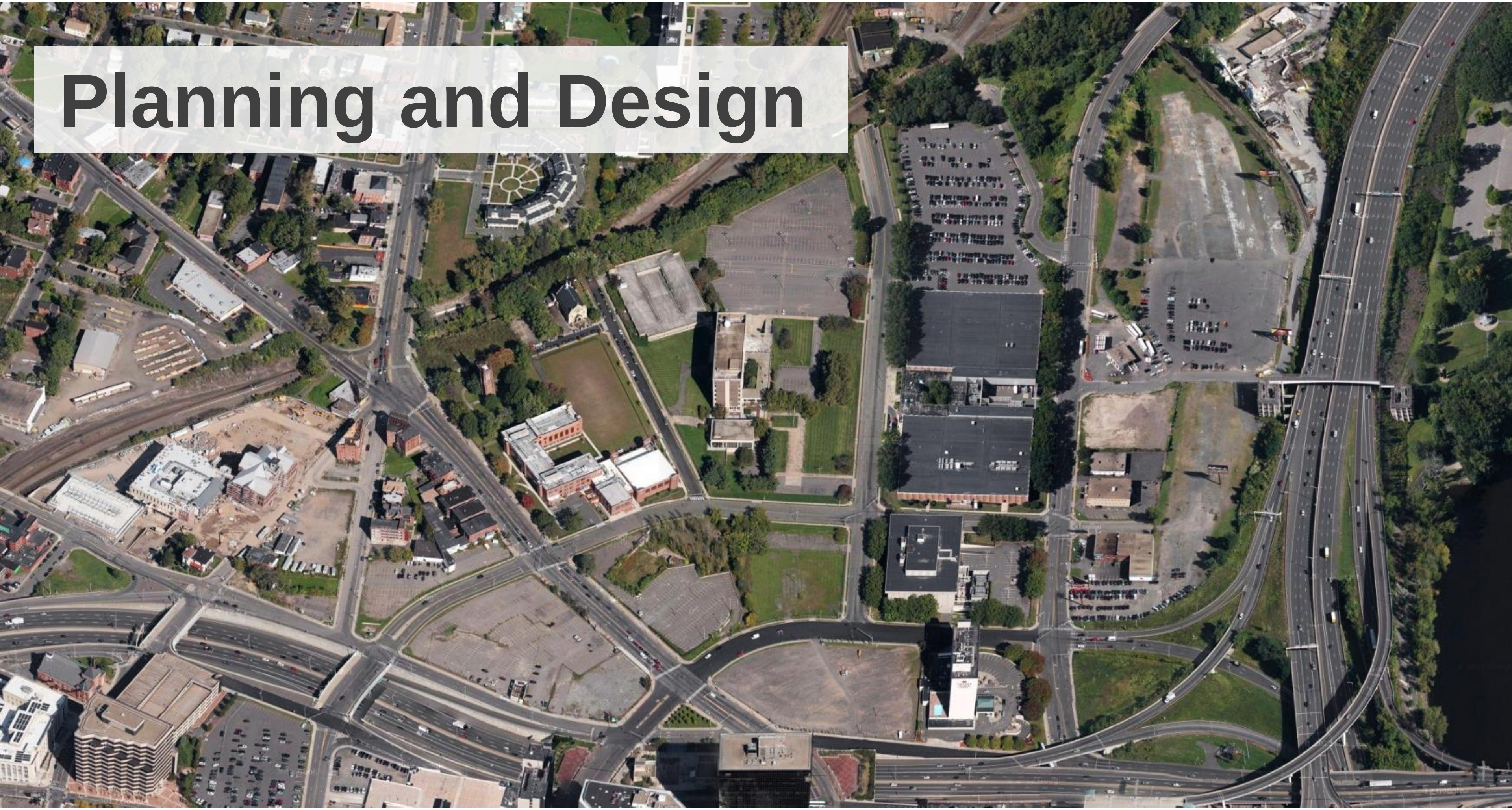
2. **Downtown Retail and Housing Analysis**

3. **Transportation Improvements**
   a) High Street Recommendations
   b) Intersection Design (Main/Albany Ave, Walnut St/High St, Main/Trumbull St

4. **Open Space Planning and Design**
   a) Open Space Connections
   b) Landscape Concepts

5. **Questions/Comments?**

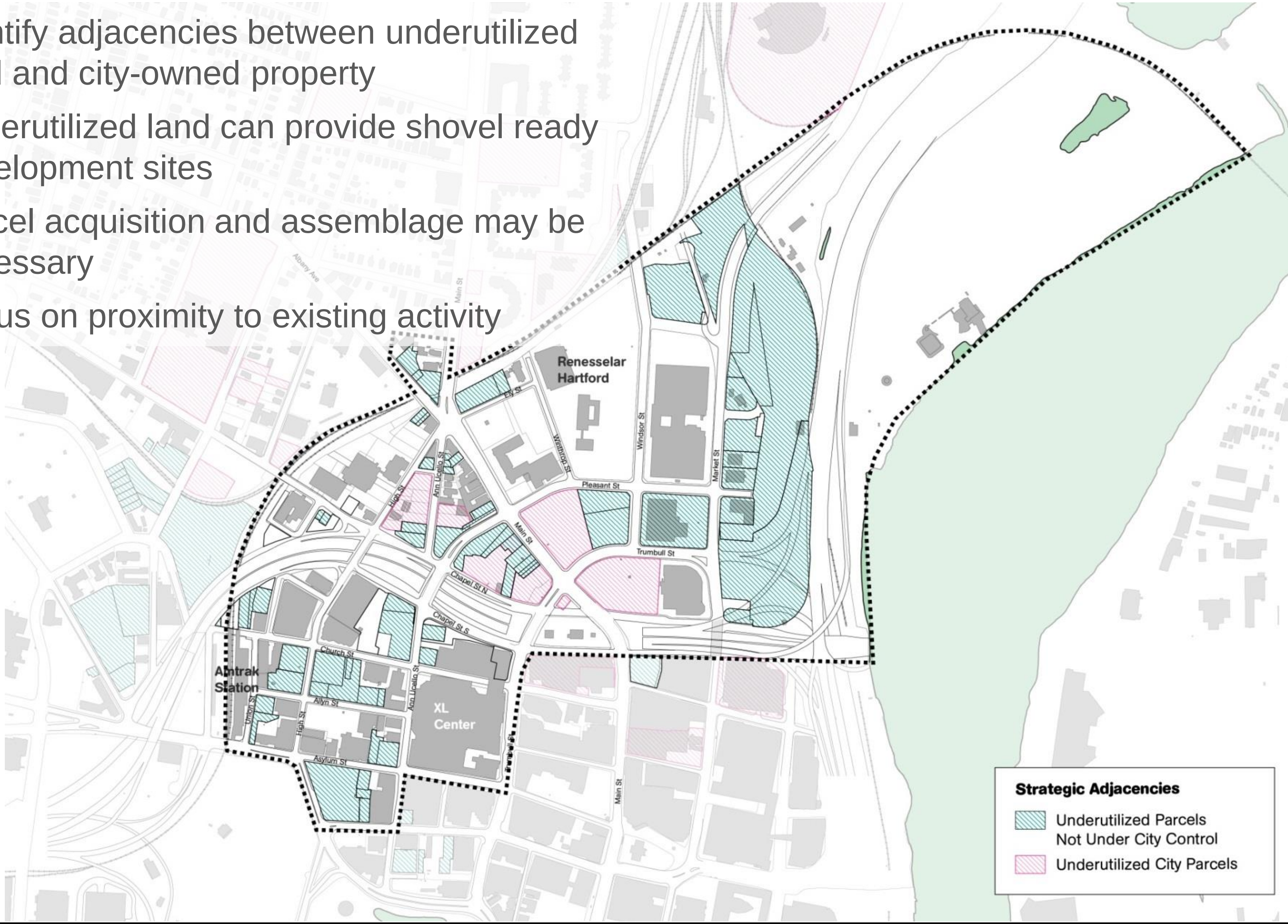
Planning and Design



Study Area Context

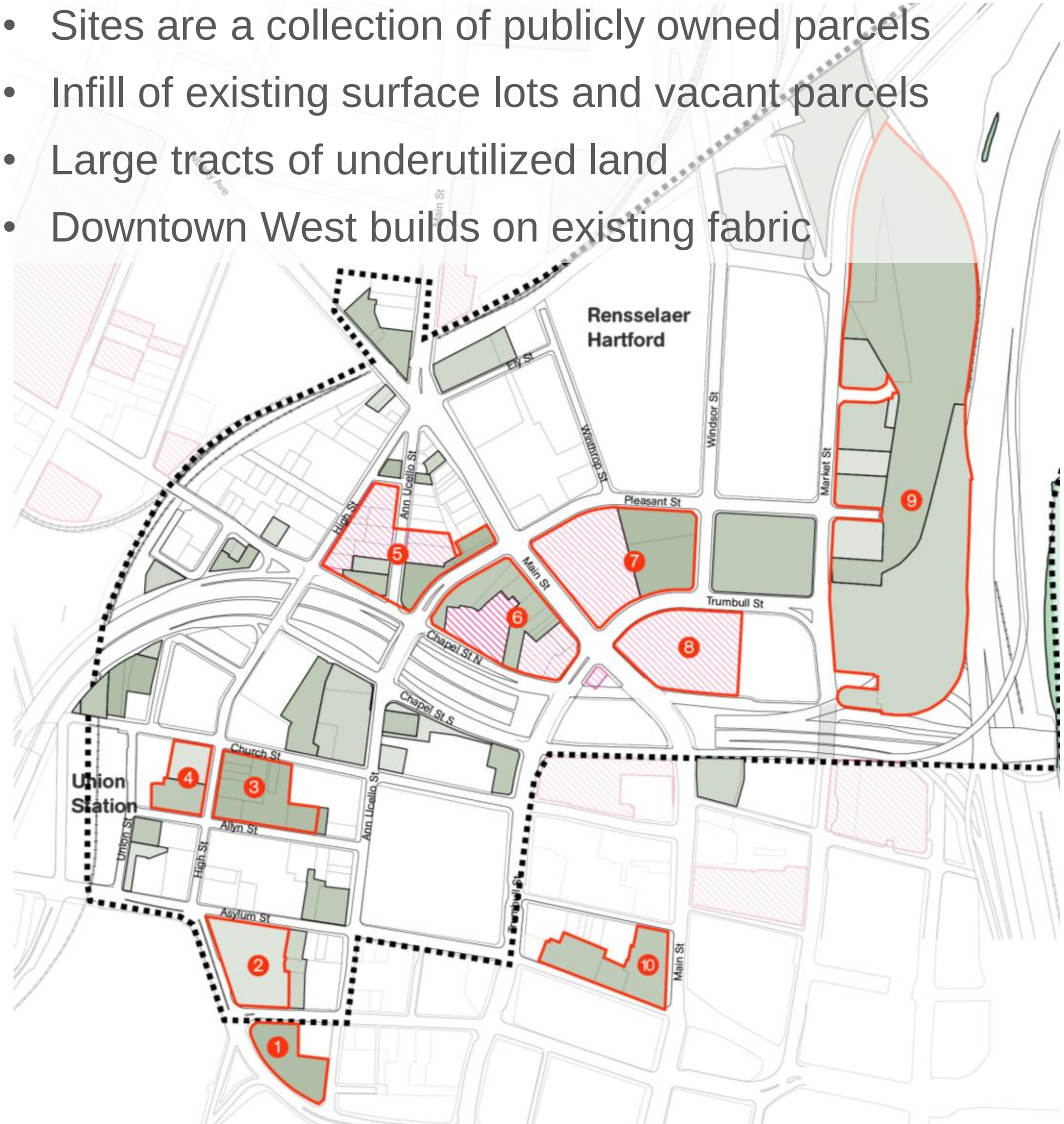
Development Approach

- Identify adjacencies between underutilized land and city-owned property
- Underutilized land can provide shovel ready development sites
- Parcel acquisition and assemblage may be necessary
- Focus on proximity to existing activity



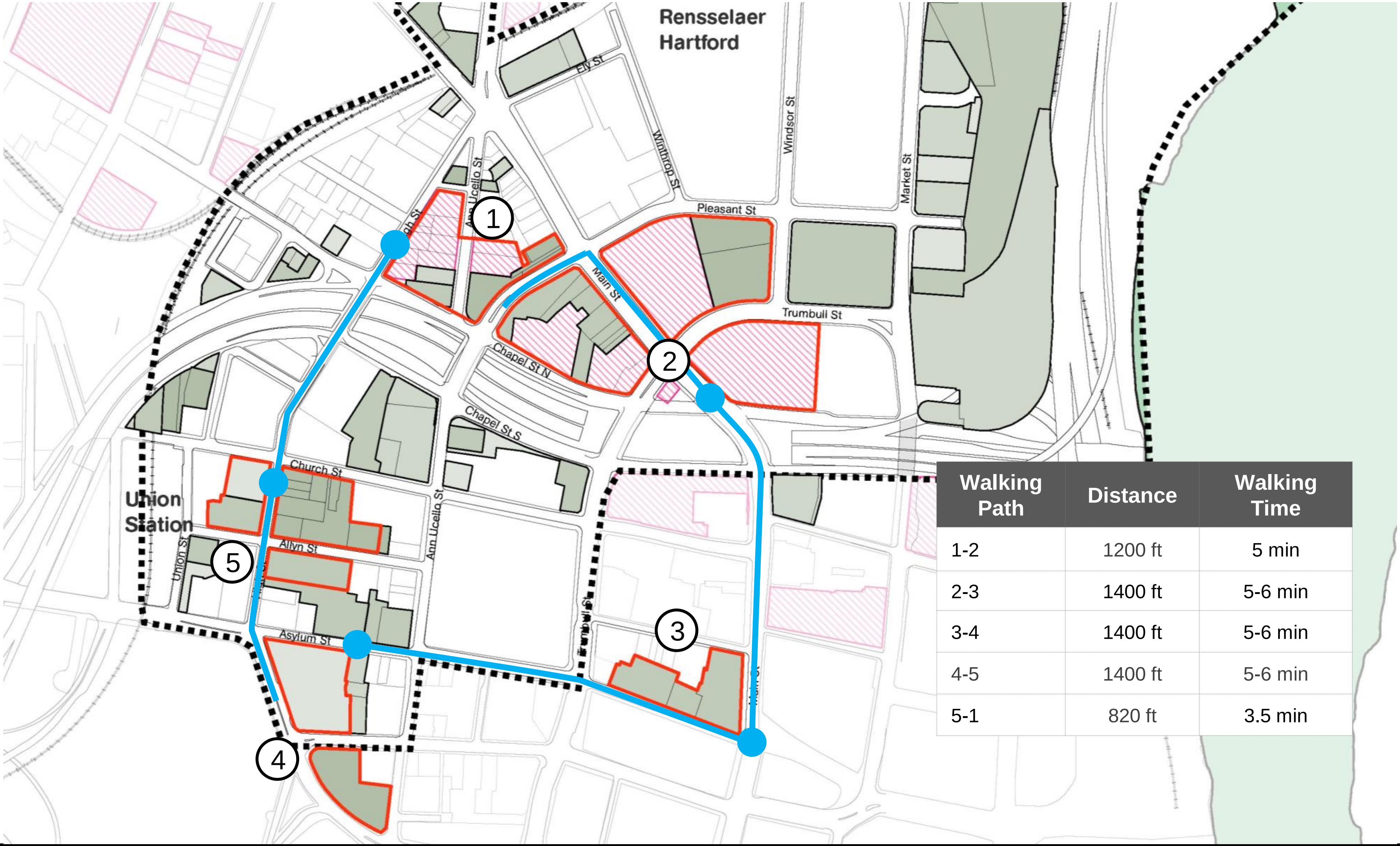
Key Sites

- Sites are a collection of publicly owned parcels
- Infill of existing surface lots and vacant parcels
- Large tracts of underutilized land
- Downtown West builds on existing fabric



Area	Parcels	Ownership	Use	Acres
Area 1	1	Single	Parking/ Building	1.3
Area 2	4	Multiple(2)	Parking	2.8
Area 3	9	Single	Parking	2.2
Area 4	2	Multiple(3)	Parking	1.1
Area 5	14	Multiple(15)	Parking/ Vacant	4
Area 6	12	Multiple(2)	Parking	3.6
Area 7	3	Multiple(2)	Parking/ Vacant	4.9
Area 8	1	Single	Parking	3.4
Area 9	10	Multiple(8)	Parking/ Vacant	23.0
Area 10	3	Multiple(2)	Parking	2.1
Total	59	37		46.2

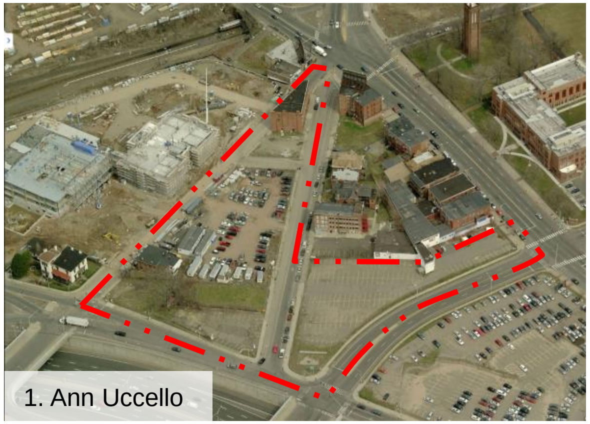
Proximity

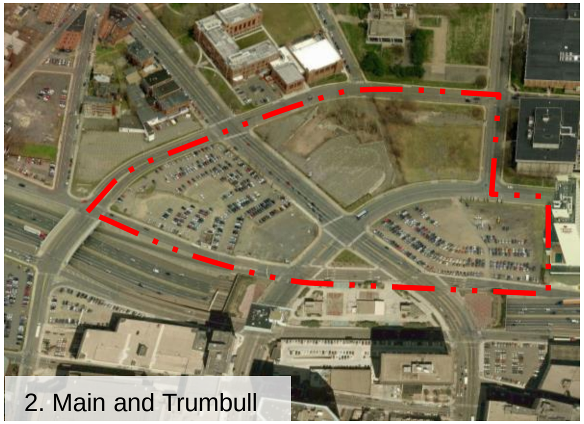


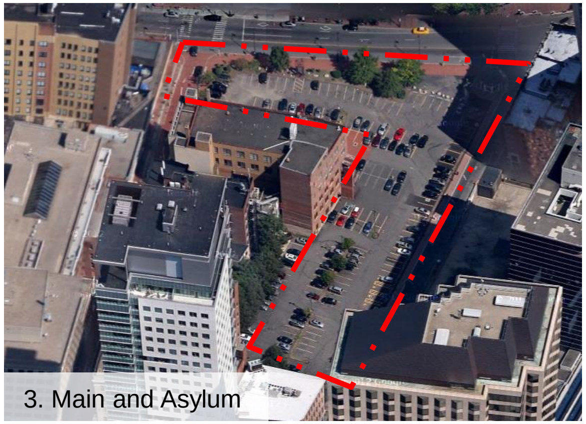
Walking Path	Distance	Walking Time
1-2	1200 ft	5 min
2-3	1400 ft	5-6 min
3-4	1400 ft	5-6 min
4-5	1400 ft	5-6 min
5-1	820 ft	3.5 min

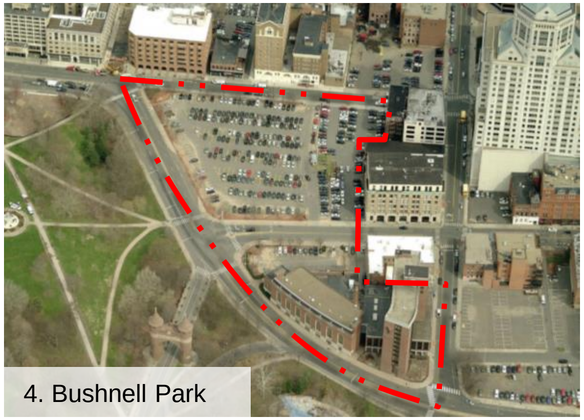
Five Districts

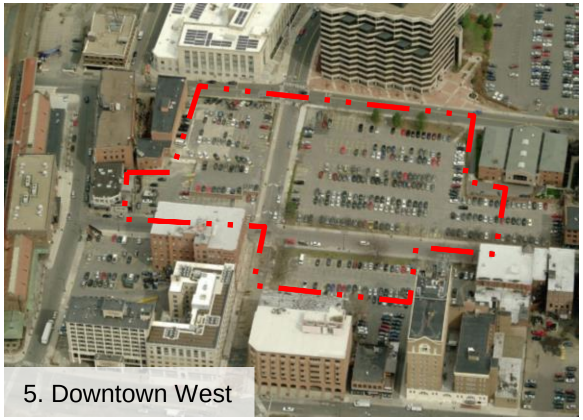
Site Selection

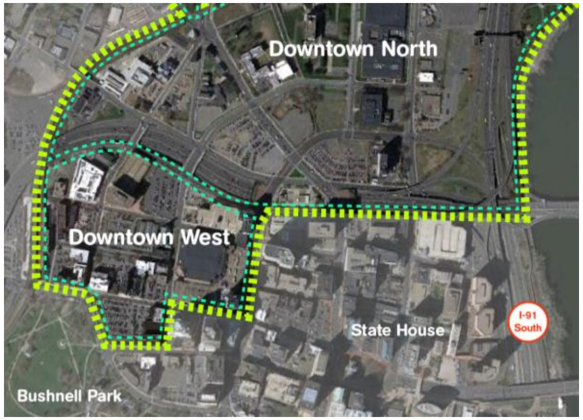






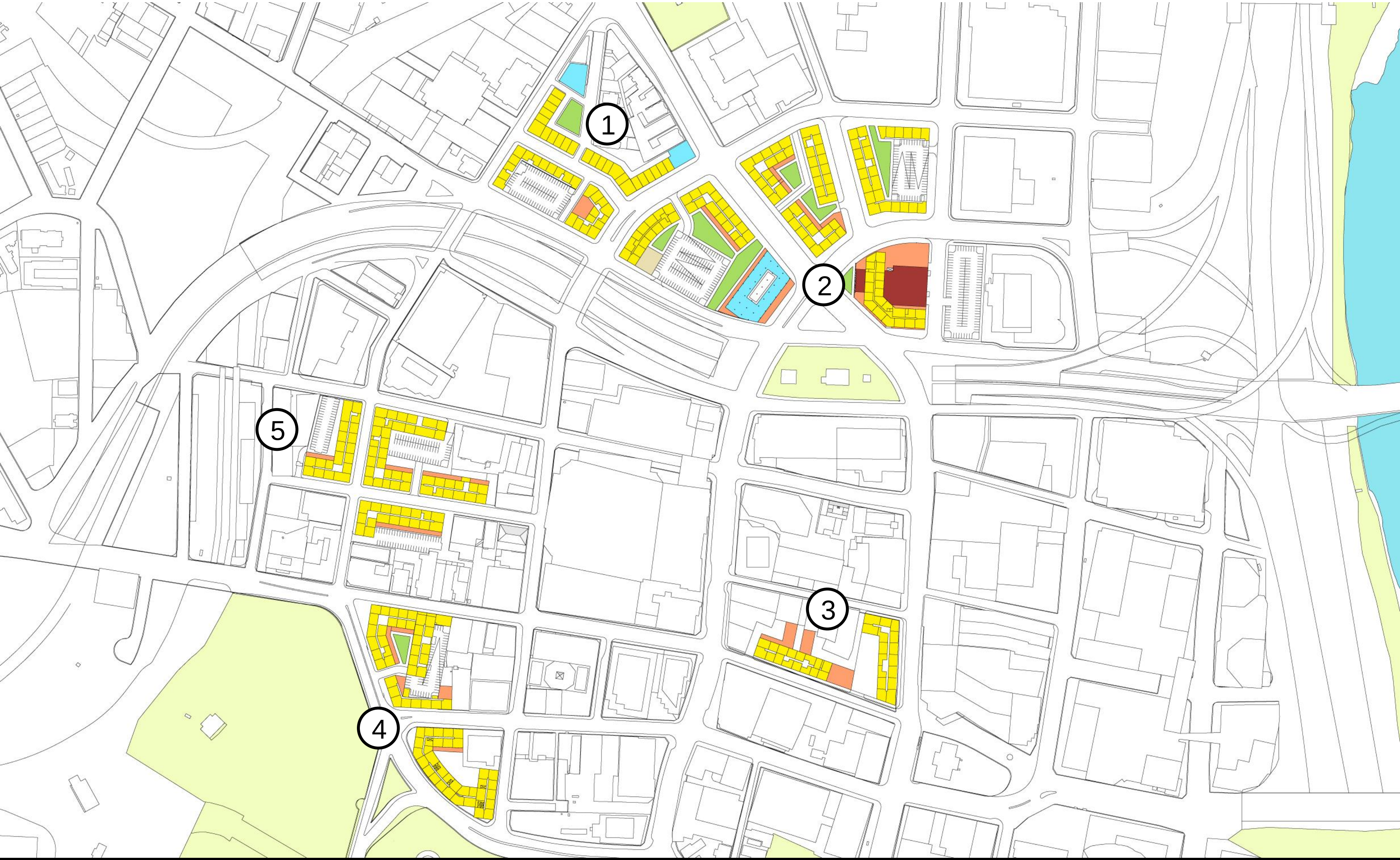






Five Districts

Development Scenarios



Five Districts

1. Ann Uccello

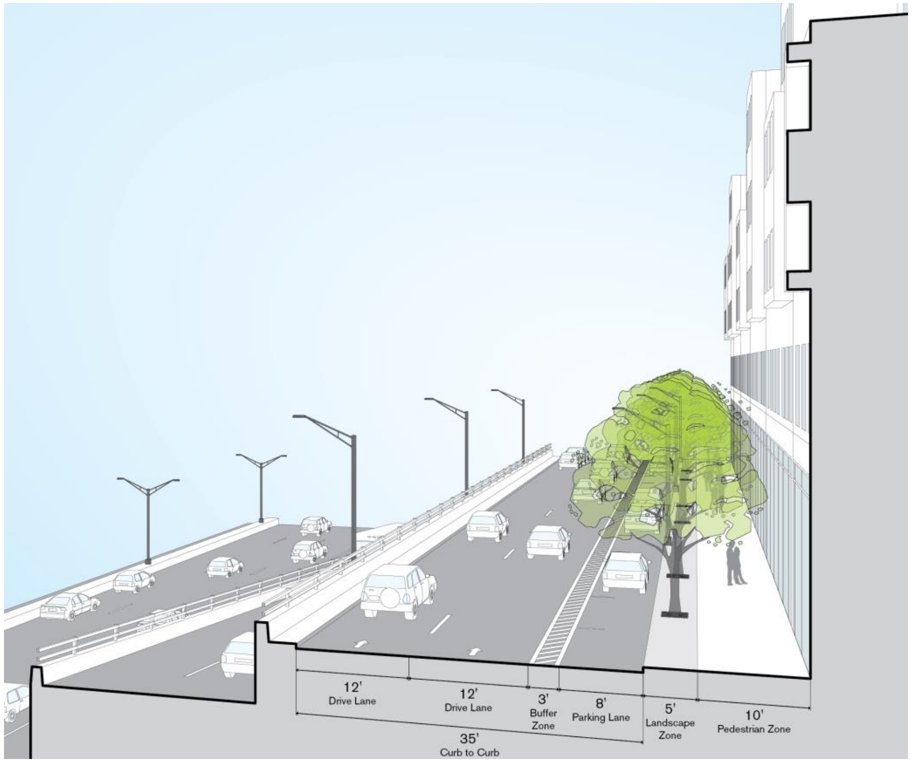
Program	Area	Units
Residential		129
Retail	19,000 ft^2	
Commercial	35,000 ft^2	
Parking		174

1. Ann Uccello

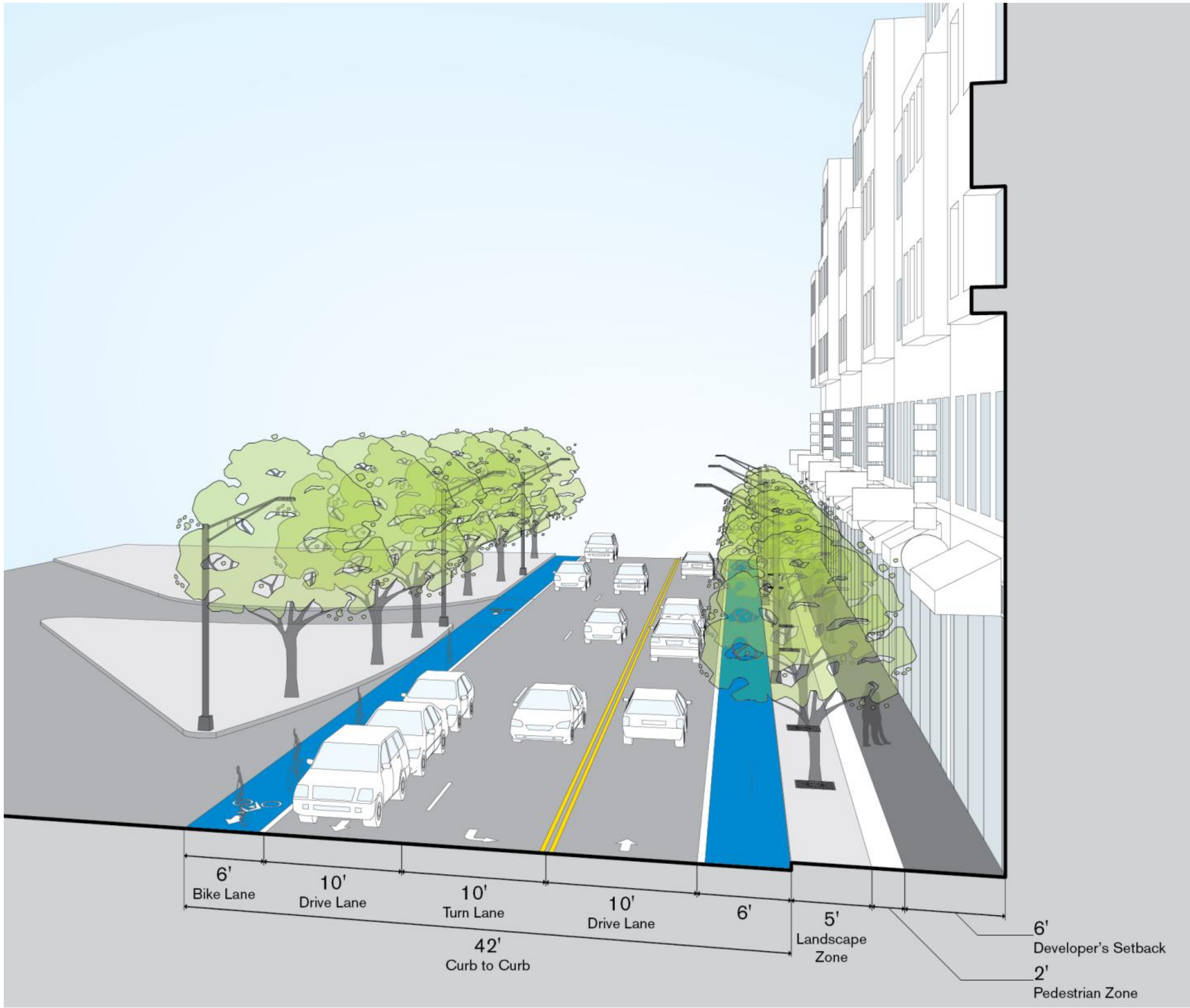
- Town homes complement existing character of neighborhood
- Parking deck accommodates both residential and retail needs
- New street creates east-west connection between High Street and Pleasant Street

A1	Area	Units
Residential		129
Retail	19,000 ft^2	
Commercial	35,000 ft^2	
Parking		174

1. Ann Uccello: High Street / Chapel Street



1. Ann Uccello: Walnut Street

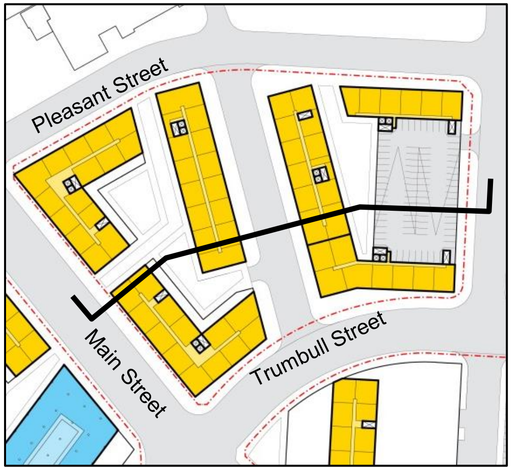


2. Main and Trumbull: Phase Two

Program	Area	Units
Residential		681
Retail	118,310 ft^2	
Grocery	30,000 ft^2	
Office	260,000 ft^2	
Parking		1484

2. Main and Trumbull

- Transition in elevation allows for a parking structure "tucked in" the development.
- Scale of development transitions to lower density as it moves away from the center
- Primarily a residential character farther from the center.



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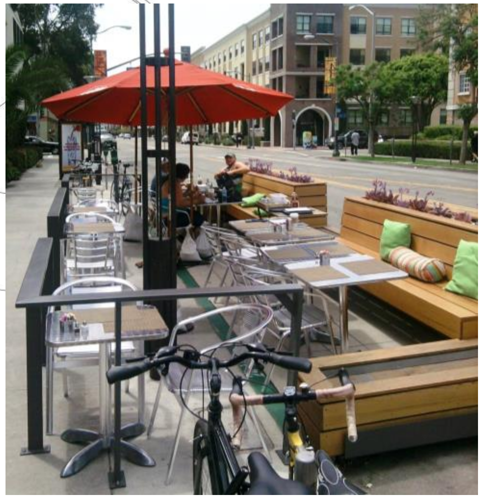
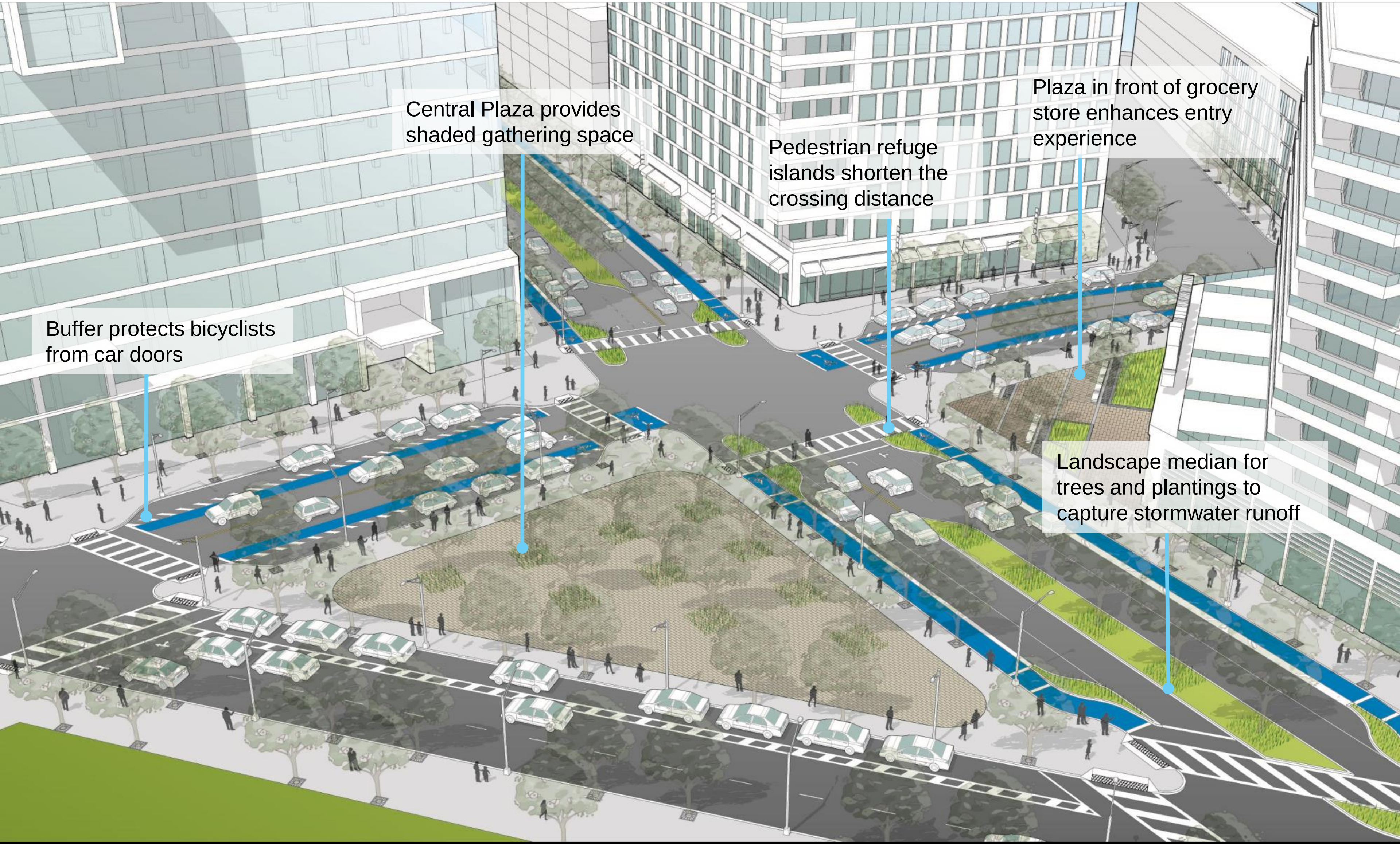
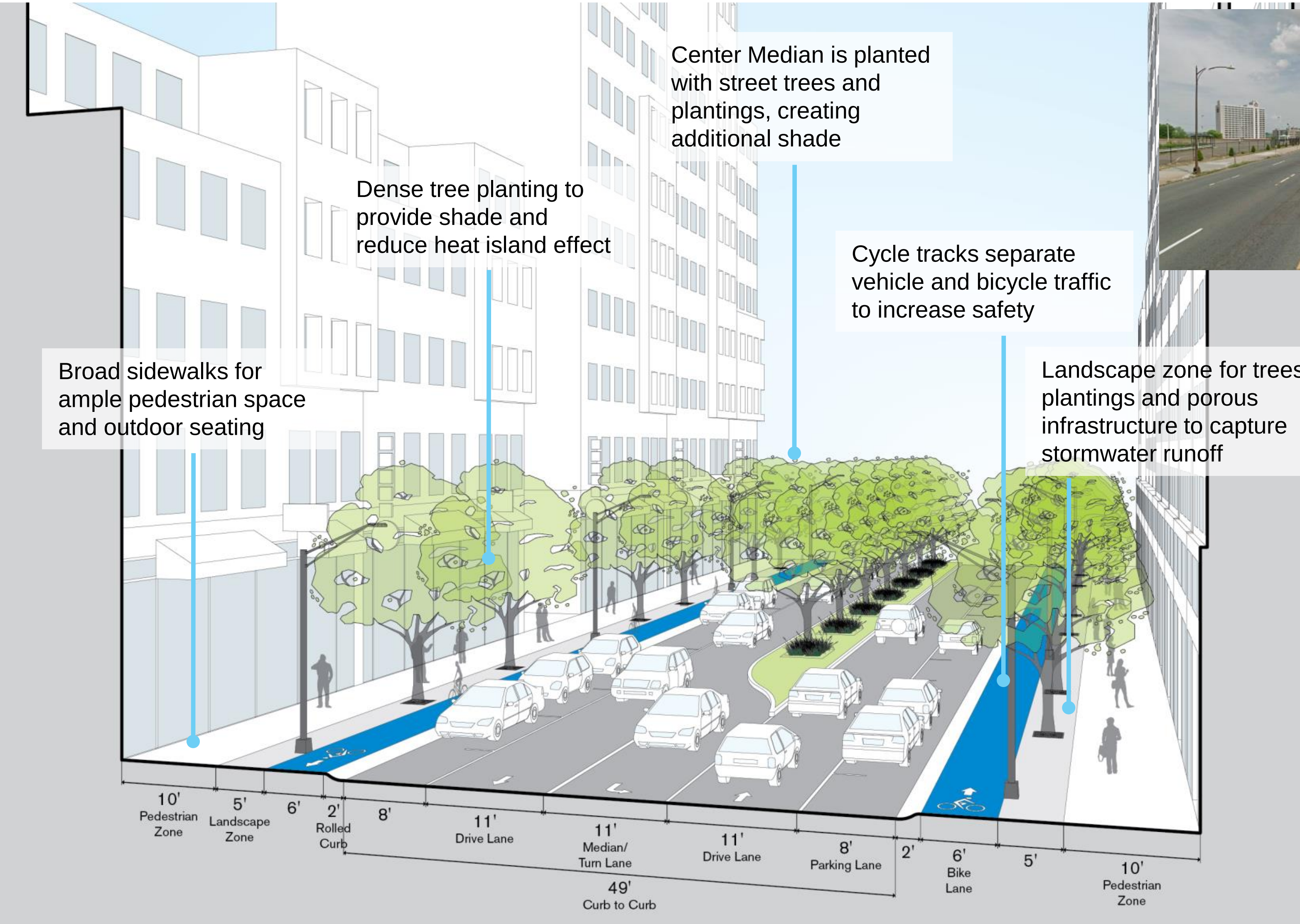


- Main Street retail to support new residents and adjacent neighborhoods
- Grocery store anchors development
- Primary intersection at Main and Trumbull street creates a higher density node of activity

2. Main and Trumbull

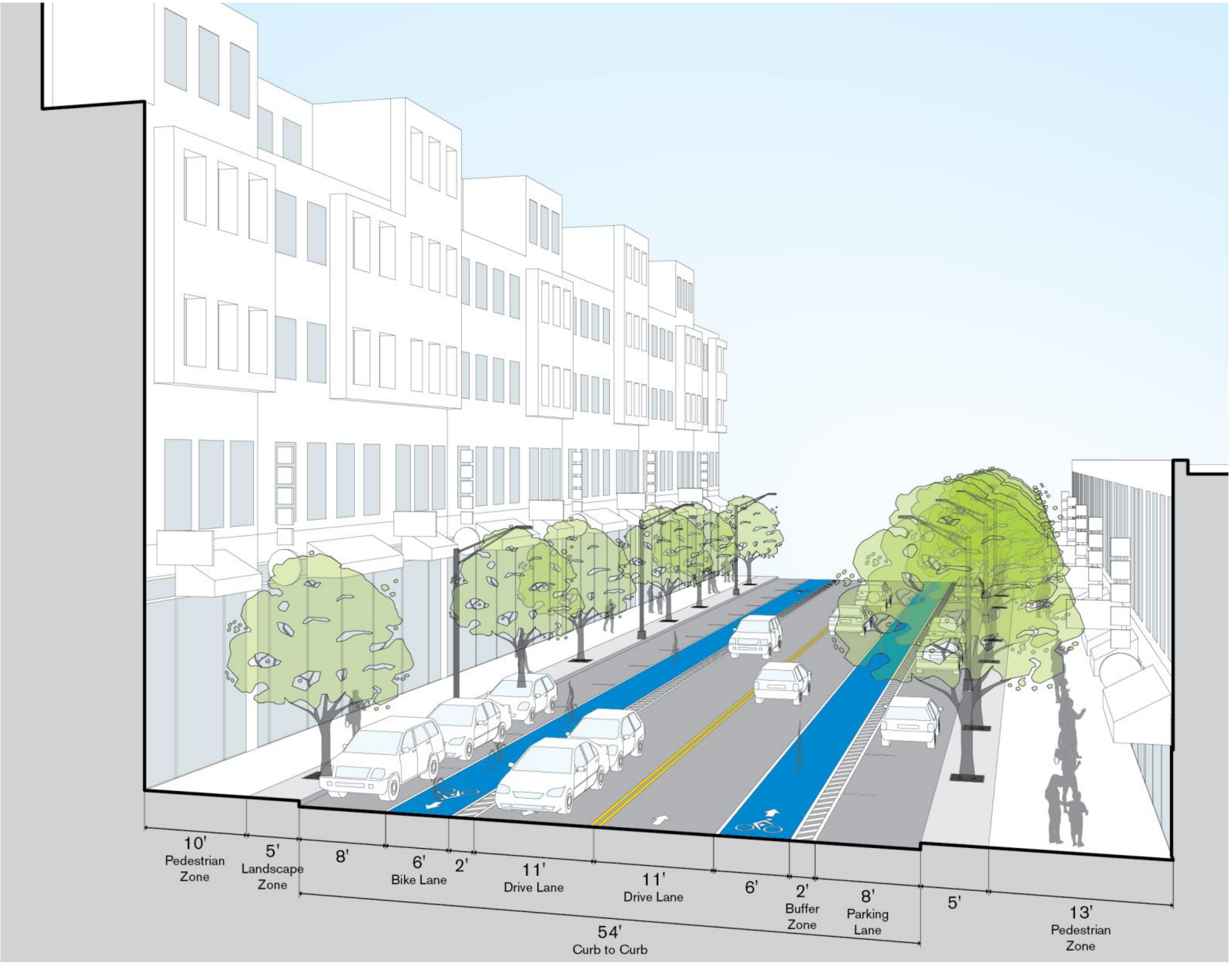


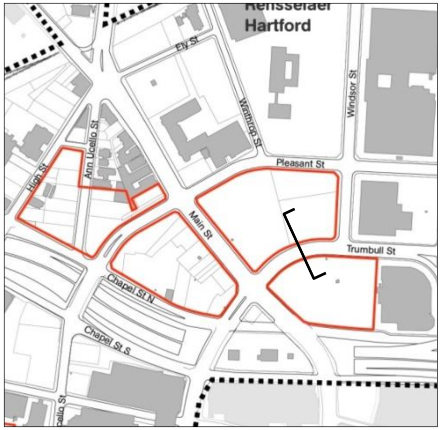
Main Street



Center Median is planted with street trees and plantings, creating additional shade
Dense tree planting to provide shade and reduce heat island effect
Cycle tracks separate vehicle and bicycle traffic to increase safety
Broad sidewalks for ample pedestrian space and outdoor seating
Landscape zone for trees, plantings and porous infrastructure to capture stormwater runoff
10' Pedestrian Zone
5' Landscape Zone
6'
2' Rolled Curb
8'
11' Drive Lane
11' Median/ Turn Lane
11' Drive Lane
8' Parking Lane
2'
6' Bike Lane
5'
10' Pedestrian Zone
49' Curb to Curb

Trumbull Street

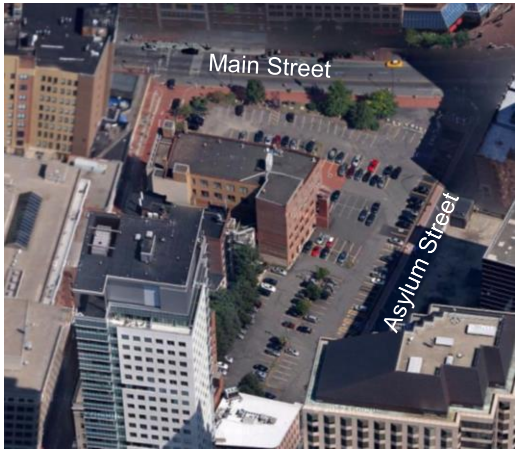




Five Districts

3. Main and Asylum

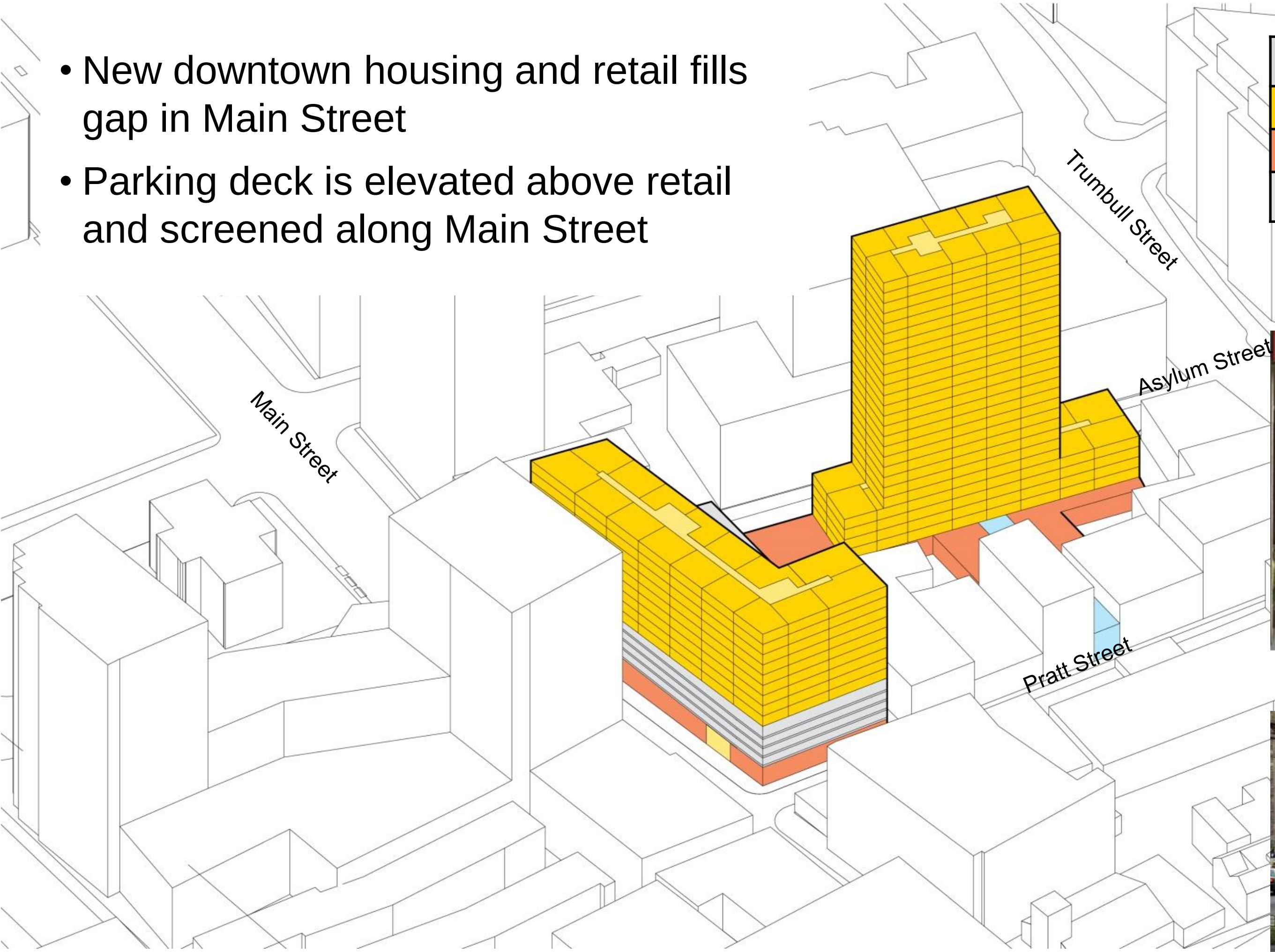
Program	Area	Units
Residential		437
Retail	51,000 ft^2	
Parking		396



3. Main and Asylum

- New downtown housing and retail fills gap in Main Street
- Parking deck is elevated above retail and screened along Main Street

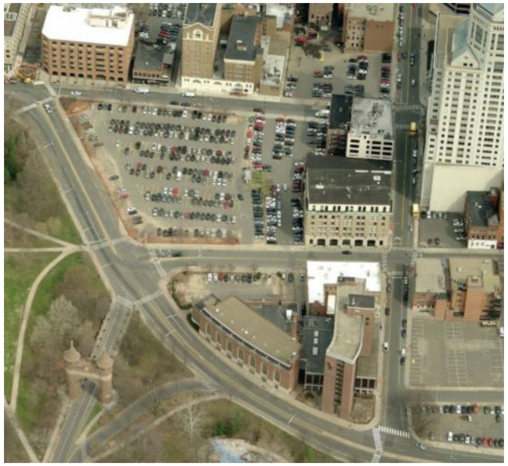
Program	Area	Units
Residential		437
Retail	51,000 ft^2	
Parking		396



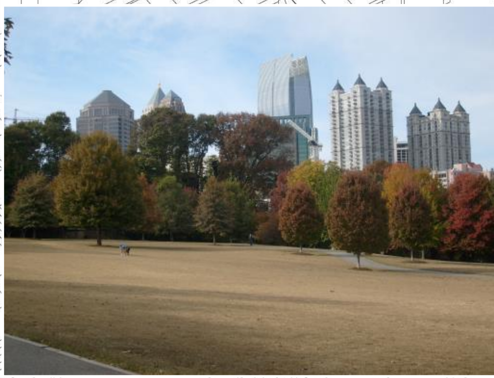
Five Districts

4. Bushnell Park

Program	Area	Units
Residential		588
Retail	77,000 ft^2	
Parking		559



4. Bushnell Park



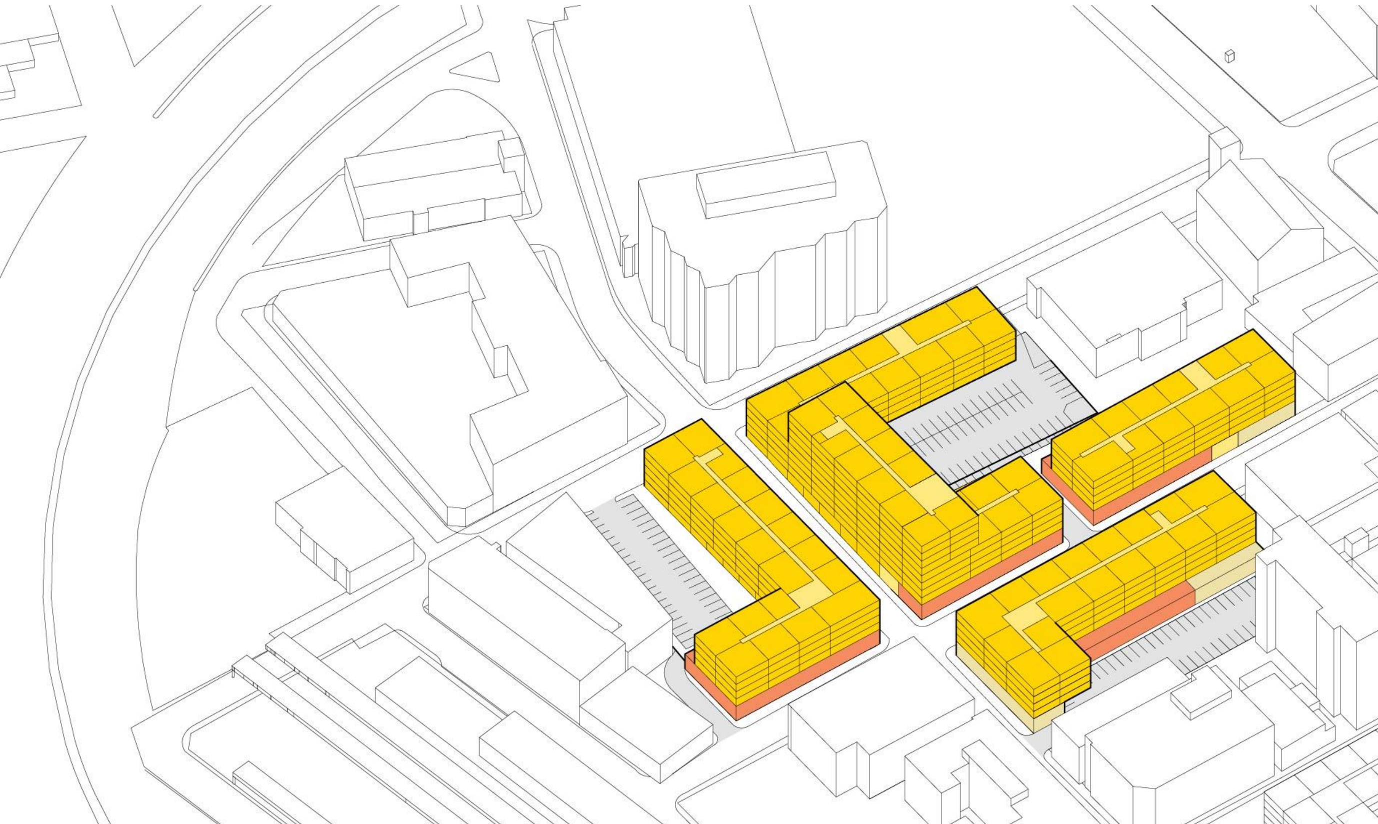
Program	Area	Units
Residential		588
Retail	77,000 ft^2	
Parking		559

- Development benefits from its views and location on Bushnell Park
- Proximity to park takes advantages of one of the City's most valued amenities

5. Downtown West

Program	Area	Units
Residential		337
Retail	53,000 ft^2	
Parking		329

5. Downtown West

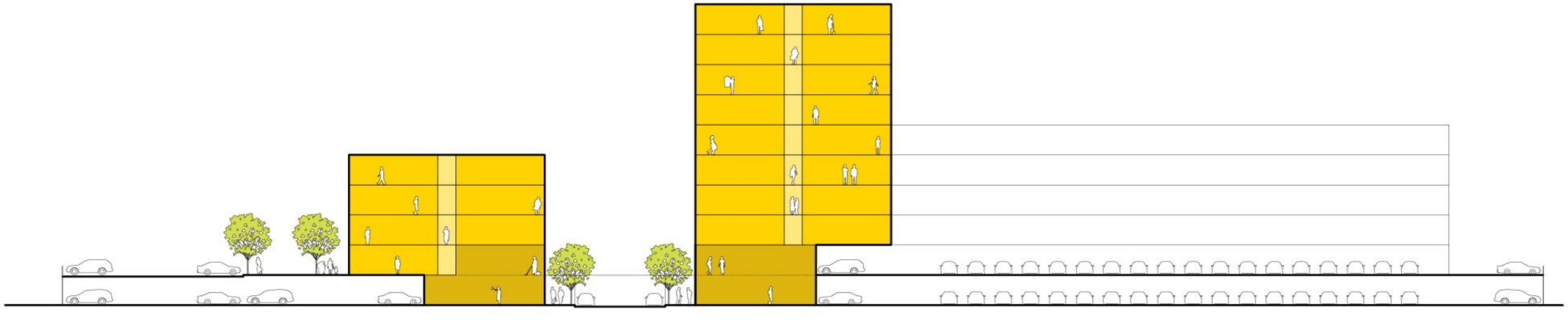


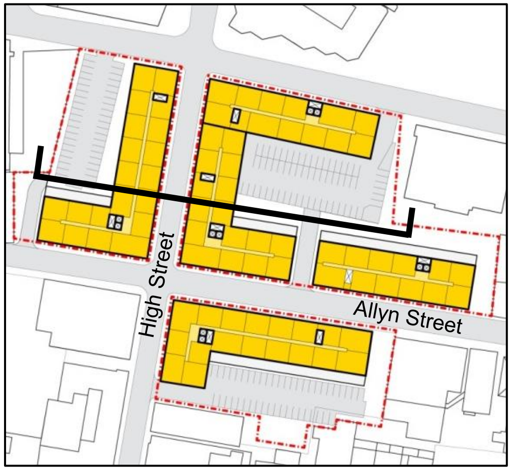
Program	Area	Units
Residential		337
Retail	53,000 ft^2	
Parking		329

- Takes advantage of surface parking lots for infill development
- Residential infill in Downtown West is compatible with mixed-use character of the neighborhood
- Allyn Street becomes a main retail node for the neighborhood

Five DIstricts

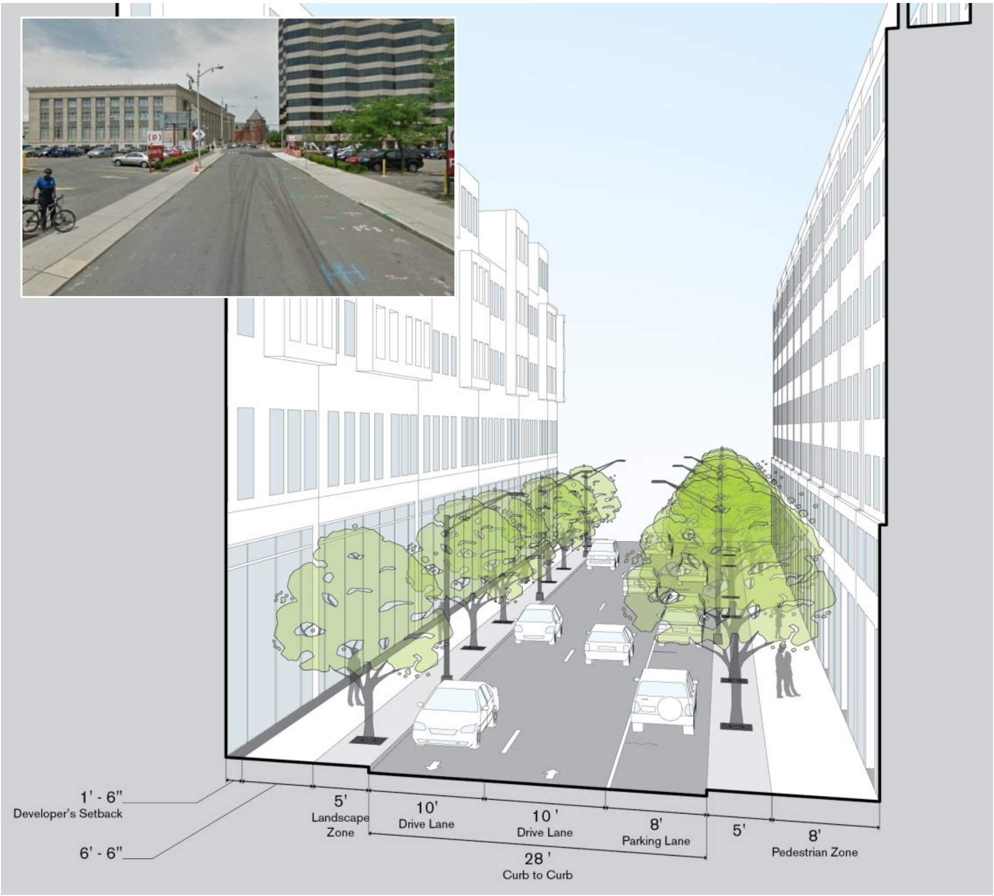
5. Downtown West

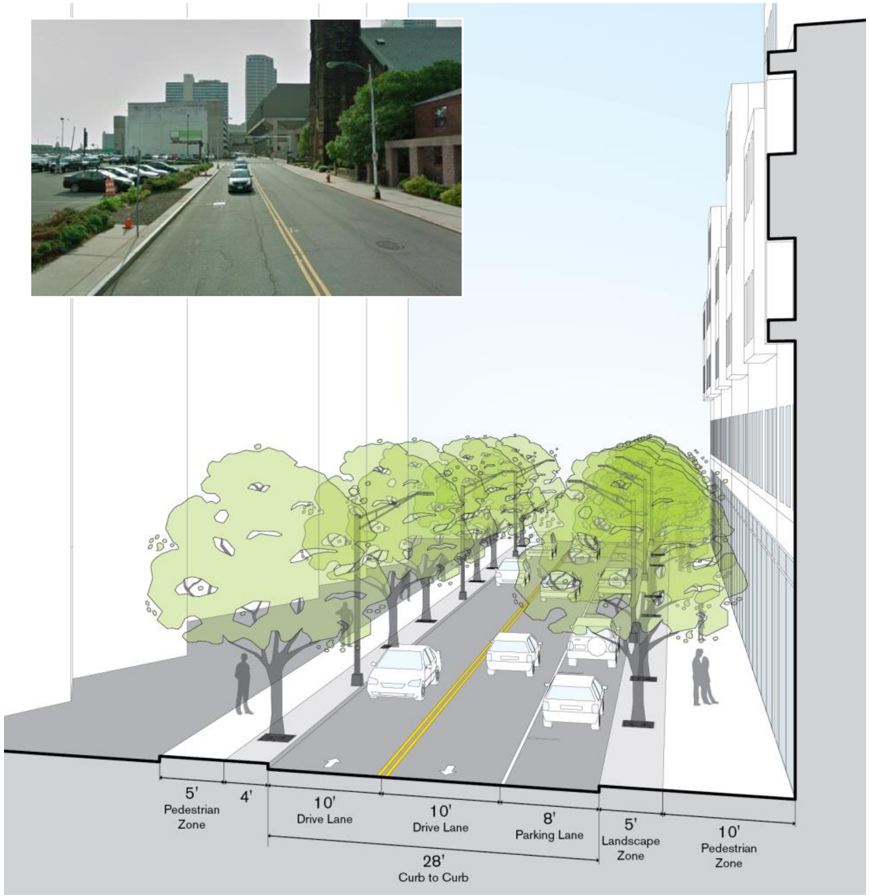




- Development uses grade change to incorporate to incorporate parking decks
- Parking is screened from the street by buildings

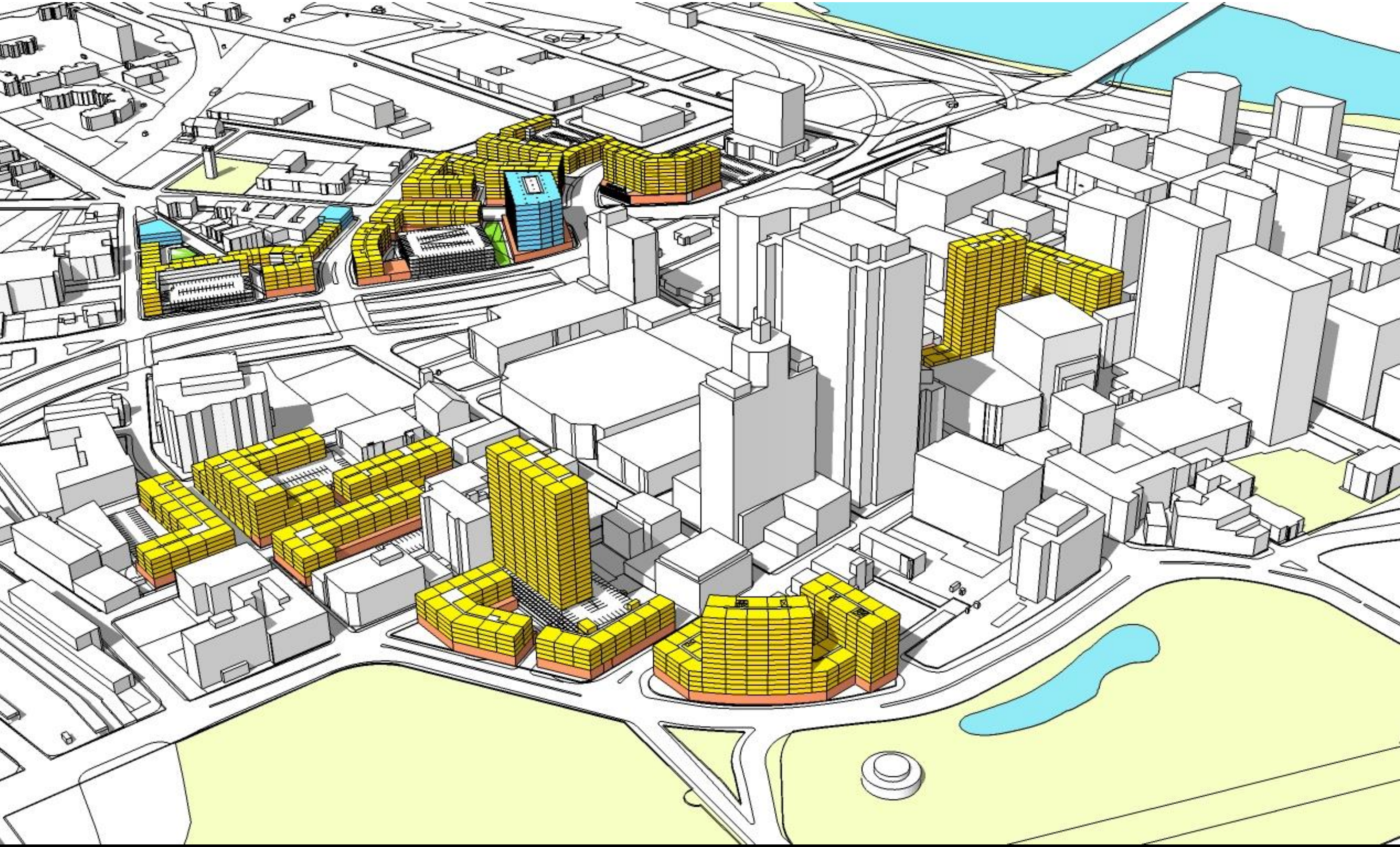
Downtown West: High Street / Church Street





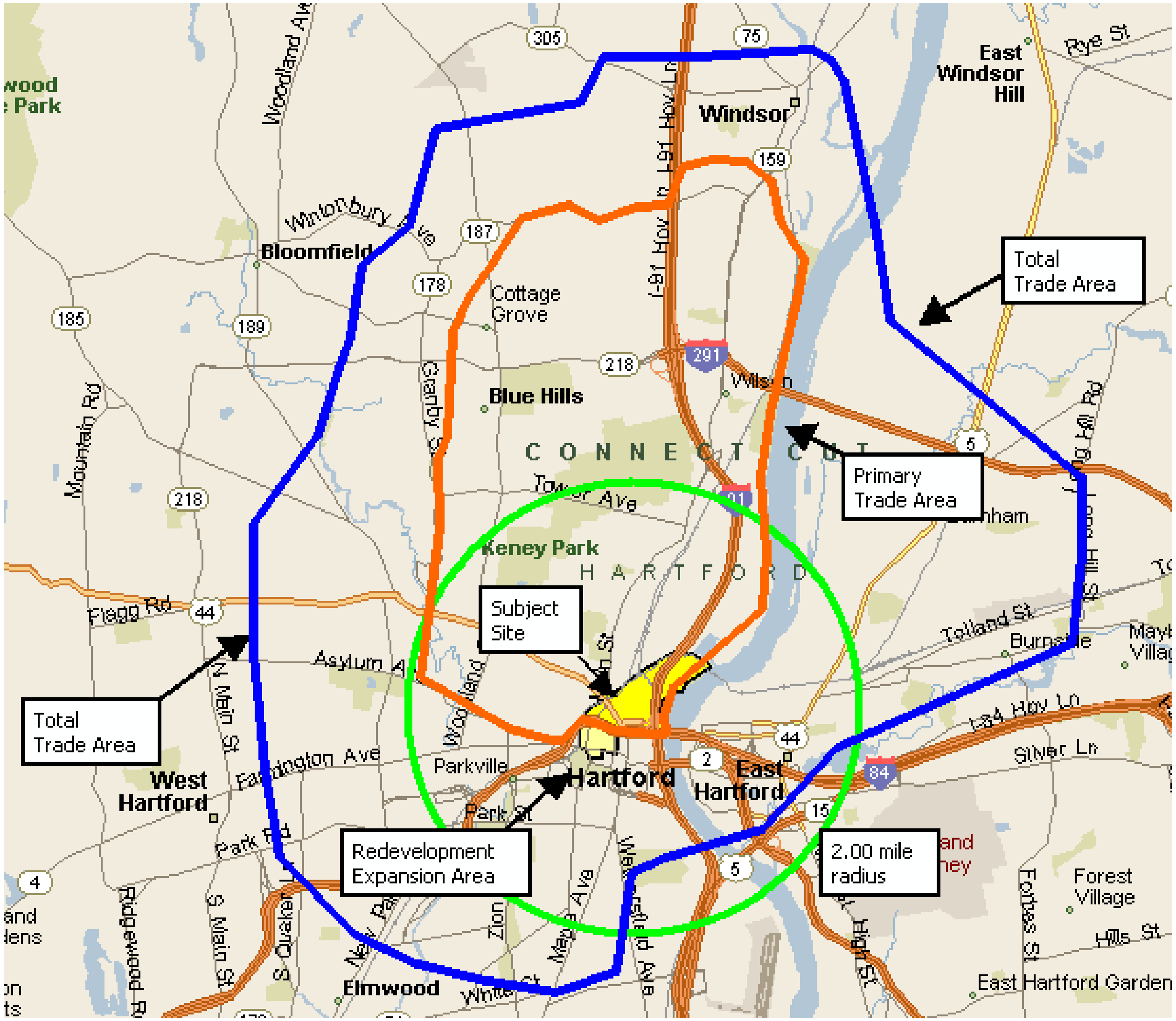
Five Districts

Development Scenarios



Retail and Housing Analysis

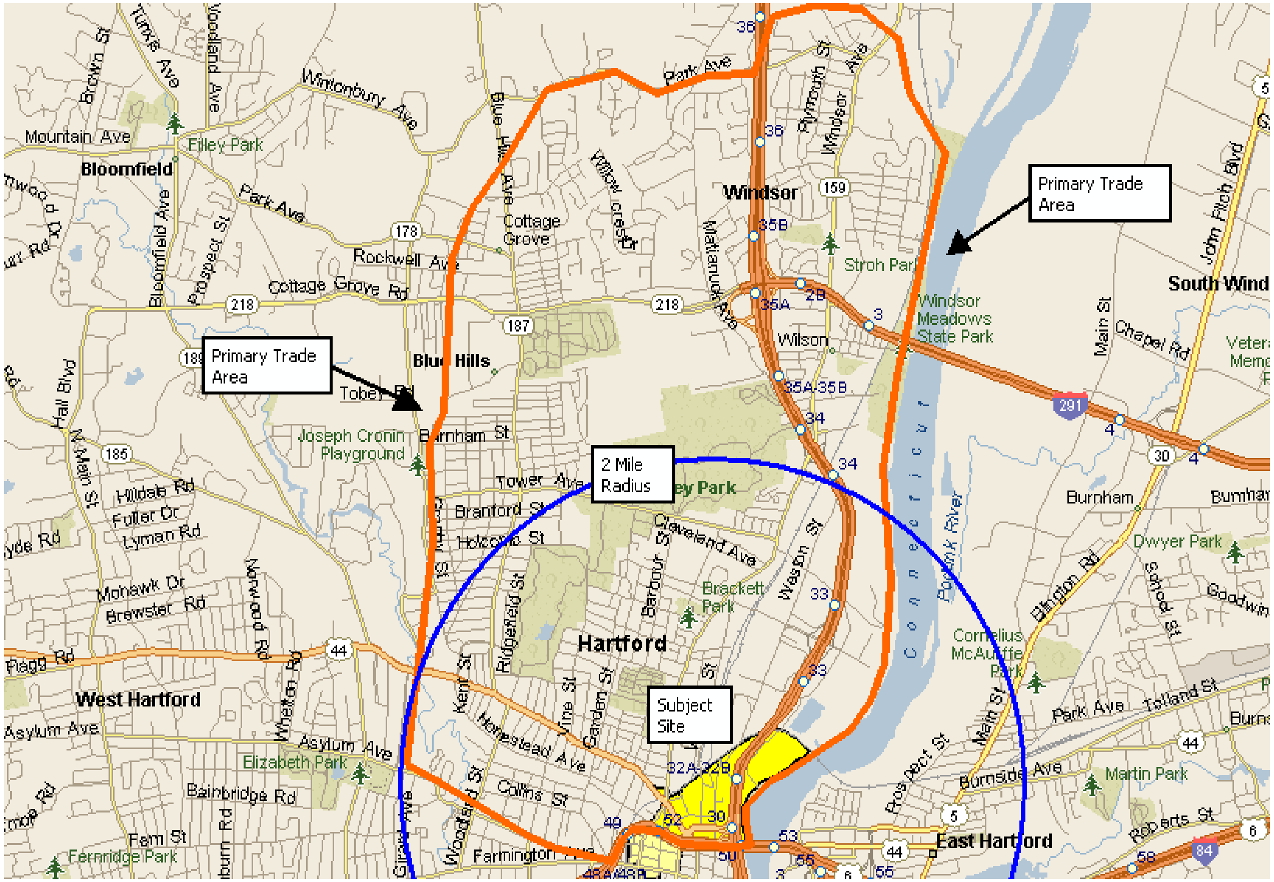
Hartford Downtown North Total Trade Area



Total Trade Area

- 63,400 Households
- 107,500 Population
- $55,280 Avg HH Income (2012)
- $63,700 Avg HH Income (2017)
- 21.4 % Bachelor's Degree or Higher

Hartford Downtown North Primary Trade Area



Primary Trade Area

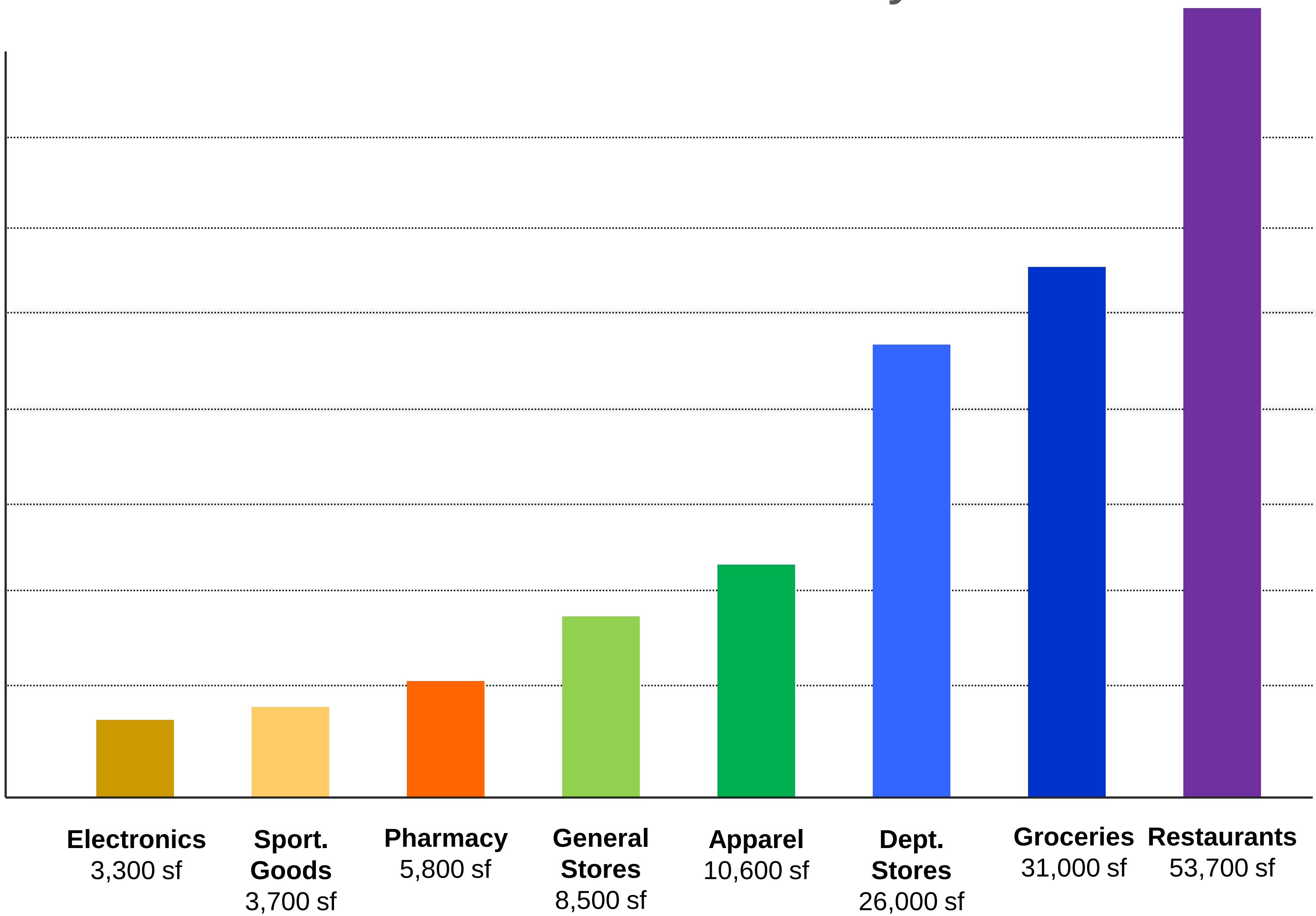
- 19,600 Households
- 54,500 Population
- $50,600 Avg HH Income (2012)
- $57,800 Avg HH Income (2017)
- 14 % Bachelor’s Degree or Higher

- ***163,600 sf / $60 million***
- *Apparel, Gifts, Groceries, Hardware, Home, Restaurants, etc.*
- *Primary trade area includes Downtown North and neighborhoods north of Downtown*

Hartford Downtown North Retail Demand:

- ***163,600 sf / $60 million***
- *Apparel, Gifts, Groceries, Hardware, Home, Restaurants, etc.*


Downtown North Supportable Retail:
163,600 sf - $62.6 million in sales by 2017



Supportable Retail:

163,600 sf - $62.6 million in sales by 2017

Retail Category	SF	No. of Stores per Category
Building Material/Lawn & Garden	2,800 sf	1 Store
Clothing & Shoes	11,800 sf	5 - 8 Stores
Department Stores	23,900 sf	2 - 4 Stores
Electronics	3,300 sf	2 - 3 Stores
Gasoline Stations	3,100 sf	1 - 2 Stations
General Stores	8,500 sf	4 - 6 Stores
Grocery	31,600 sf	3 - 5 Stores
Jewelry & Gifts	2,000 sf	1 - 2 Stores
Office Supplies	1,300 sf	1 Store
Pharmacy	5,800 sf	3 - 5 Stores
Restaurants	53,700 sf	18 - 24 Restaurants
Sporting Goods	3,700 sf	2 - 3 Stores
Miscellaneous Retail	8,100 sf	4 - 6 Stores
Total	***163,600 sf***	***50 - 80 Stores & Restaurants***

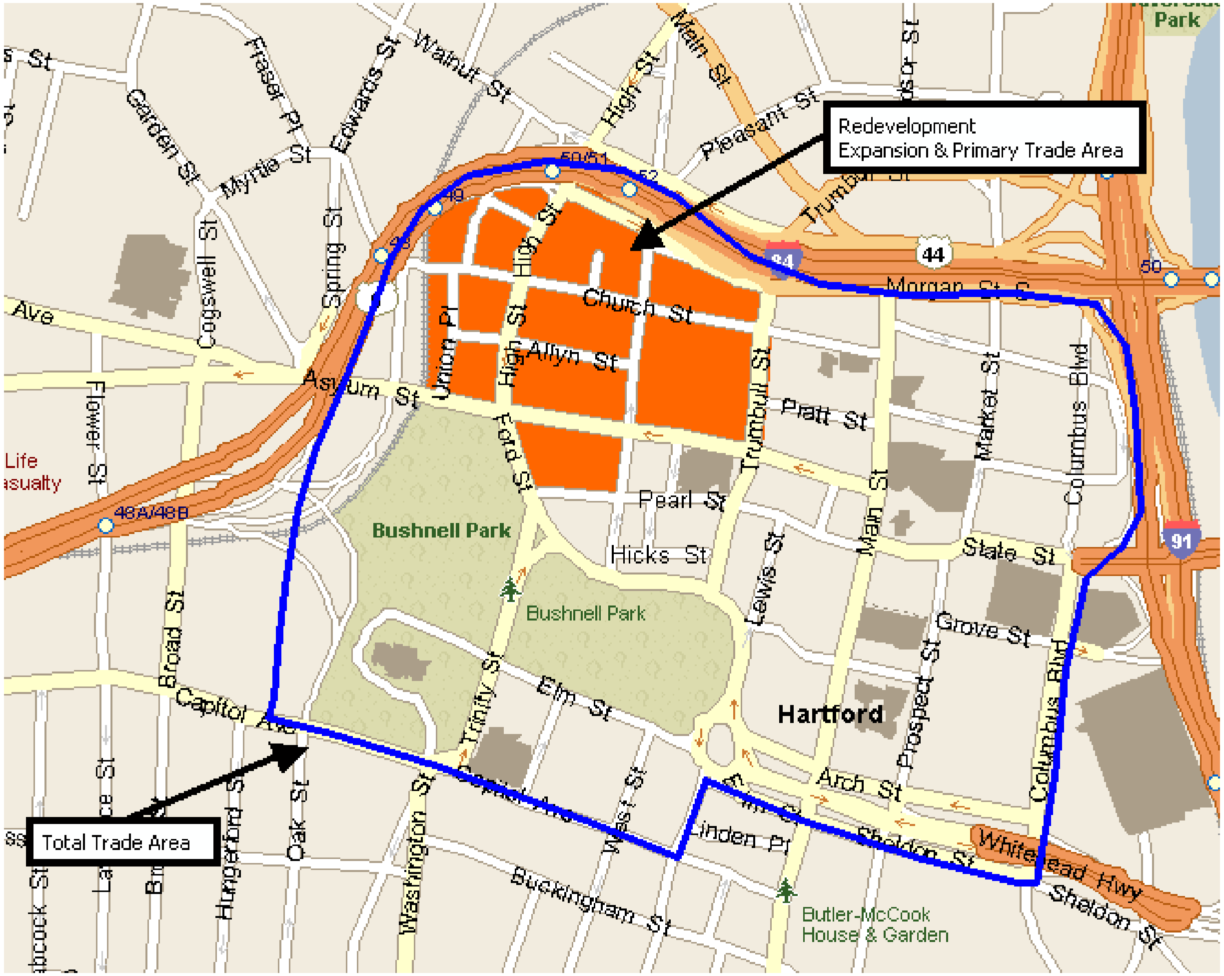
Downtown North Analysis Rationale

- Current Retail is Underserving Residents
  - $211 million retail gap
- Central Location
  - Downtown
  - Near XL Center
- Strong Daytime Employment
  - **18,000** primary trade area
  - **83,000** total trade area
  - $**46 million** spending power
- Single Site Critical Mass Development
- Access to Surrounding Neighborhoods
  - I-84 & I-91
- Location Relative to Other Regional Shopping Centers
  - Westfarms Mall: 6.7 miles
  - Buckland Hills: 8.4 miles
  - Evergreen Walk: 8.7 miles




Findings:
- **163,600 sf Supportable 2012**
- **$59 million sales 2012**
- **$62.6 million sales 2017**

Downtown West Trade Area



Primary Trade Area

- 480 Households
- 690 Population
- $103,400 HH Income (2012)
- $106,000 Avg HH Income (2017)
- 35.9% Bachelor’s Degree or Higher

Downtown West Supportable Retail:

Business Type	Estimated 2012 Sales	Estimated Sales/sf	Estimated Supportable SF	No. of Stores
Retail Stores				
Furniture Stores	$42,326	$280	151	>1
Home Furnishings Stores	$253,087	$500	506	>1
Electronics & Appliance Stores	$190,908	$250	764	>1
Bldg Material & Supplies Dealers	$67,993	$220	309	>1
Grocery Stores	$1,062,312	$410	2,591	>1
Specialty Food Stores	$204,028	$385	530	>1
Beer, Wine & Liquor Stores	$864,588	$485	1,783	1
Gasoline Stations	$436,220	$1,230	355	>1
Clothing Stores	$612,366	$340	1,801	1 - 2
Shoe Stores	$303,118	$385	787	1
Sporting Goods/Hobby/Musical Instr Stores	$239,640	$585	410	>1
Book, Periodical & Music Stores	$271,816	$280	971	1
Department Stores	$874,917	$270	3,240	1
Other General Merchandise Stores	$421,844	$230	1,834	1
Office Supplies, Stationery & Gift Stores	$824,332	$278	2,965	2 - 3
Other Miscellaneous Store Retailers	$330,100	$225	1,467	1 - 2
Retailer Totals	**$6,999,597**	**$397**	**20,464**	**15 - 20**
Restaurants				
Full-Service Restaurants	$5,569,767	$480	11,604	2
Limited-Service Eating Places	$10,158,805	$320	31,746	10 - 15
Special Food Services	$2,162,653	$325	6,654	2 - 3
Drinking Places - Alcoholic Beverages	$826,160	$425	1,944	1
Restaurant Totals	**$18,717,384**	**$388**	**51,948**	**15 - 21**
Retail & Restaurant Totals	**$25,716,982**	**$395**	**72,412**	**30 - 41**

Expansion Area Supportable

- **72,400 sf supportable 2012**
- **$25.7 million in additional sales**
- **30 – 40 new retailers**

- Retail in Downtown West will serve daytime population
- Restaurants will play a large part in this overall retail projection

The Housing Market Analysis Model for Hartford

Resident Market Research

Demographic Statistics

Precedent Case Studies

How Much & What types of Housing

The Housing Market Analysis Model for Hartford

Resident Market Research

- 368 survey respondents
- 4 formal focus groups
- 3 informal focus groups
  - Pratt St iConnect
  - Envisionfest
  - Real Artways

Demographic Statistics

- Baseline demographics of the Downtown
  - Residents
  - Workers
- City of Hartford
- Hartford Metro
- Including psychographic segmentation

Precedent Case Studies

- Site visits to:
  - Cleveland
  - Milwaukee
  - Kansas City
  - Des Moines
- Plus secondary research

Common themes from the focus groups

Common Themes

- There is a lot of activity during the week
- There is not enough to do especially during weekend days
- “There isn’t enough people like me living downtown”
- Diversity & culture is a strength of the city
- The city has an image problem
- The city needs to do a better job of marketing itself so you don’t have to be “in the know” to know what is going on
- Finding housing product that is what they want and can afford is hard
- Place-making to improve walkability is important
- Its expensive and a hassle to own a car downtown – and you need one in Hartford

- *“I drive to Whole Foods or Trader Joe’s to go grocery shopping, a market downtown would be convenient but I would probably drive to larger stores to get groceries anyway –better price and selection”*
- *“Why are there no grocery stores”*
- *“Downtown lacks common amenities”*
- *“CT Fastrak will hopefully make it easier to access basic needs and services such as a grocery store”*

People want a mix of housing products…

- A strong preference for townhouse-style housing exists
- Both the survey and discussion groups indicated a preference for that type of housing

11. What type of housing would you be interested in? (check all that you would consider)

	Response Percent	Response Count
Single-family house	45.5%	55
Townhouse or condo (something with a front door that opens to the street)	**61.2%**	**74**
Apartment in a two or three family house	16.5%	20
Apartment or condo building (4-10 units)	37.2%	45
Apartment or condo in a complex of buildings	33.1%	40
High-rise apartment or condo	46.3%	56
Loft or something untraditional	46.3%	56

Forecasting absorption difficult because there is likely substantial latent demand for certain types of

Proximity to work, city life & culture are key influences on moving to Hartford

- These are aspirational reasons to move into the city

7. Why would you choose to move to Hartford? (select all that apply)

	Response Percent	Response Count
To be closer to work or school	45.5%	56
To be closer to daily conveniences	16.3%	20
To have more access to transportation	17.1%	21
So that I don't have to drive on a daily basis	39.0%	48
To be closer to cultural resources	45.5%	56
To be closer to family and friends	16.3%	20
More affordable housing	9.8%	12
For the city life	**48.8%**	**60**
The return of the Whalers	8.1%	10
Sense of community	28.5%	35
Amenities such as parks and the Connecticut River	30.9%	38
None of the above	22.0%	27

While urban life is an important driver the perception of lack of things to do on weekends and the housing options are inhibitors to moving into the downtown

- These are practical reasons not to make the decision

8. Why wouldn't you move to Hartford? (select all that apply)

	Response Percent	Response Count
I wouldn't consider moving anywhere	8.9%	11
I don't have friends or family in Hartford	17.1%	21
I work or go to school outside of Hartford	4.9%	6
I prefer the country	13.0%	16
I'm more of the suburban type	16.3%	20
Too expensive	34.1%	42
Not enough housing options	45.5%	56
Not enough transportation options	21.1%	26
Schools	28.5%	35
Parking hassles	44.7%	55
I wouldn't feel safe	34.1%	42
Downtown shops aren't open on the weekend	**64.2%**	**79**
No dog parks	9.8%	12
I can't think of a reason to move there	6.5%	8

Takeaways from the site visits

- The demographic is young and active
- Downtown housing is primarily on the fringes of downtown not in the central business district
- There are multiple options available including adaptive reuse as well as new 3-4 story garden-style apartments some have developed townhouse / row house models
- Retail shopping is challenging – night life activities expand
- Groceries and fresh food are addressed by every community with both small farmers market as well as Public Market models (3 of the 4 had major public markets easily accessible from the downtown)

New Construction Housing images

Placemaking Activities





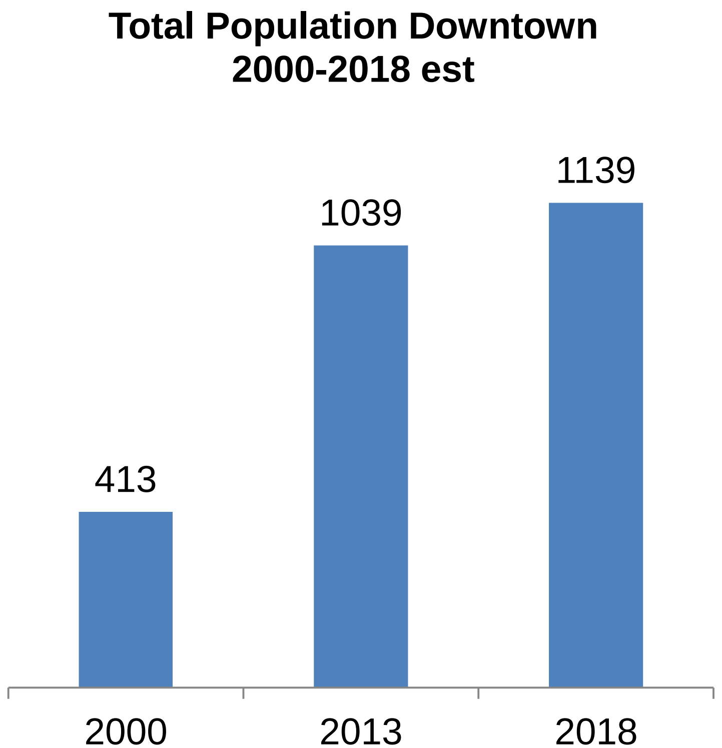


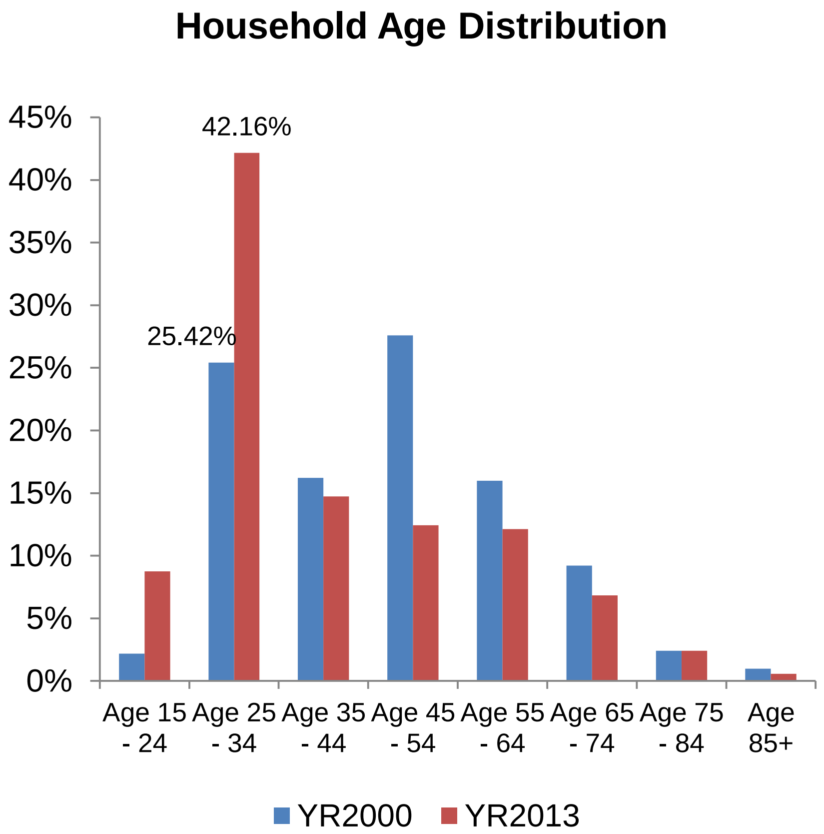



Who lives in Downtown Hartford?

Substantial growth in Downtown residents over 2000 …

With growth largely driven by young adults & empty nesters…





Source: NP analysis of Nielsen Site Reports
Based on zip code 06103

Downtown Hartford attracts a strong psychographic segment

Explanation

- Psychographic segmentation is an analysis of purchasing patterns, lifestyle, entertainment choices to develop targeted segmentation models more sophisticated than age and income
  - Think soccer moms as an example of psychographic segment
- Psychographic research is a mainstay of retail and most consumer product companies to better target amenties, product design, distribution models among others

Live in Downtown Hartford

Grouping	Hartford Total	Downtown Share of Hartford	Median HH Income
10 Second City Elite	594	19%	$79K
12 Brite Lites, Li'l City	1023	53%	$78K
24 Up-and-Comers	1421	20%	$51K
27 Middleburg Managers	2137	6%	$52k

Work in Downtown Hartford

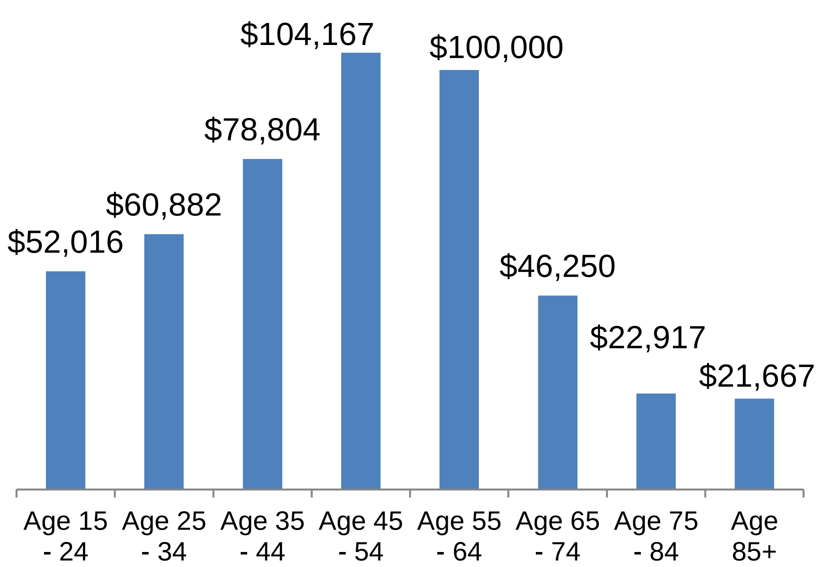
Grouping	Live Hartford	Live Downtown	Work Downtown
10 Second City Elite	594	113	468
12 Brite Lites, Li'l City	1023	542	805
24 Up-and-Comers	1421	284	901
27 Middleburg Managers	2137	128	959

Housing price points need to be cognizant of the income differentials across age groups & segments

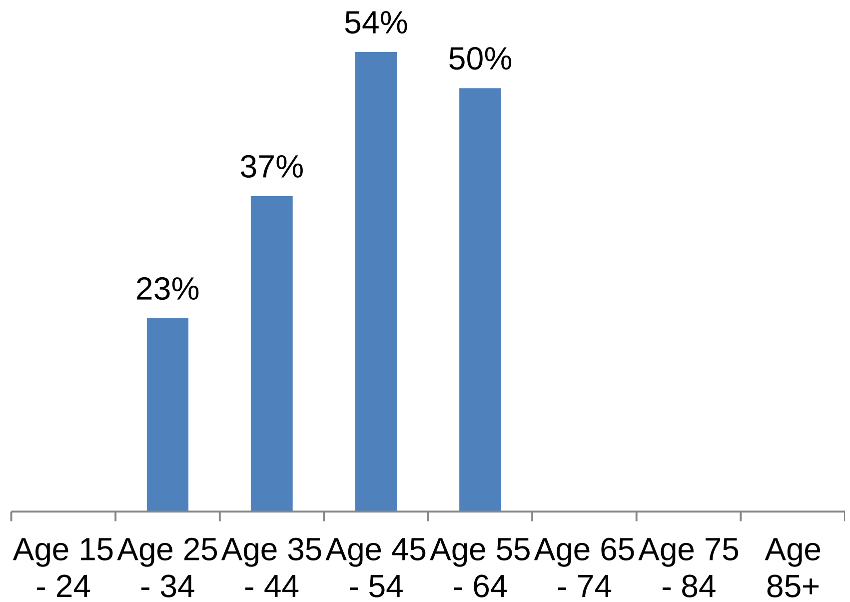
The largest group of residents (young adults) have incomes 40% lower than the next largest group – late middle age…

Overall 28% of downtown residents have incomes over $100k but varies widely across age categories

Median Income
By age category



Percentage of Age Cohort with incomes over $100k



Target rents for most of the young adult market need to be between $750 to $1000 per month

Median Income Range	$52,016	$60,882	$78,804	$104,167	$100,000
Rent @ 30% of income	$15,604.80	$18,264.60	$23,641.20	$31,250.10	$30,000.00
Rent @ 25% of income	$13,004.00	$15,220.50	$19,701.00	$26,041.75	$25,000.00
Monthly 30%	$1,300.40	$1,522.05	$1,970.10	$2,604.18	$2,500.00
Monthly 25%	$1,083.67	$1,268.38	$1,641.75	$2,170.15	$2,083.33
30% less $322 college debt	$978.40	$1,200.05	$1,648.10	$2,282.18	$2,178.00
25% Less $322.00 college debt	$761.67	$946.38	$1,319.75	$1,848.15	$1,761.33

What also needs to be considered is rent levels will impact discretionary income which is necessary to sustain downtown amenities

There is a large pool of residents in the metro area that fit the profile of the downtown Hartford resident

- *It is important to note that the largest pools of have median incomes between $51k-$77k*

Market Potential Measured by Psychographic Fit

Household Grouping	Total Metro Area Pool	Hartford Penetration	Hartford Share of Target Pool	Addressable Market
10 Second City Elite	9117	594	6.5%	8523
12 Brite Lites, Li'l City	10253	1023	10.0%	9230
24 Up-and-Comers	13088	1421	10.9%	11667
27 Middleburg Managers	19667	2137	10.9%	17530
				46,950
Hartford Share of All Households			9.10%	

Capture potential (cont.)

Benchmark Based Estimates

- Benchmarks indicate that downtown housing penetration has approached as much as 3.6% of households in those communities
  - For Hartford that would equate to roughly 4400 units
- Another perspective is the percentage of downtown residents as a percent of the metro population
- Benchmarks run between .5% to 1.1%
  - Hartford is approximately .2%
  - Hitting the highest level would equal approximately 13.3K people or 7,400 units
    - 1.8 persons per household
  - At .5% that would equate to 6100 people or approximately 3400 households

This would suggest another 3k to 5k housing units over existing units

Plausibility

- There are 46k households in target segments that have demonstrated an affinity for urban living and match existing Hartford segments
  - These targets would represent approximately 10% of the addressable market opportunity
  - Our survey suggests that 30-40% would consider downtown Hartford
- IRS data suggests that 12-15k people move into Hartford county every year and 7k-9k on average move within Hartford county
  - Based on present population distributions approximately 1400 to 2000 households per year are in these segments and income categories

Capture potential (cont.)

Absorption

- The interviews suggest pent up demand for some housing types that could accelerate the existing estimates of absorption rates of 8-10 units per month
- For some housing type / price points combination absorption could lag behind the 8-10 units per month

Thought should be given to the size and scale of the next phase of initial projects and their potential impact on absorption over time

Capture Success

- Capture success will be driven by several key factors:
  - Desirable housing products at the right price points
    - Note that the income levels are in the $51k to $77k range
    - Pricing needs to reflect a distribution
  - Place-making initiatives to enhance the downtown residential experience

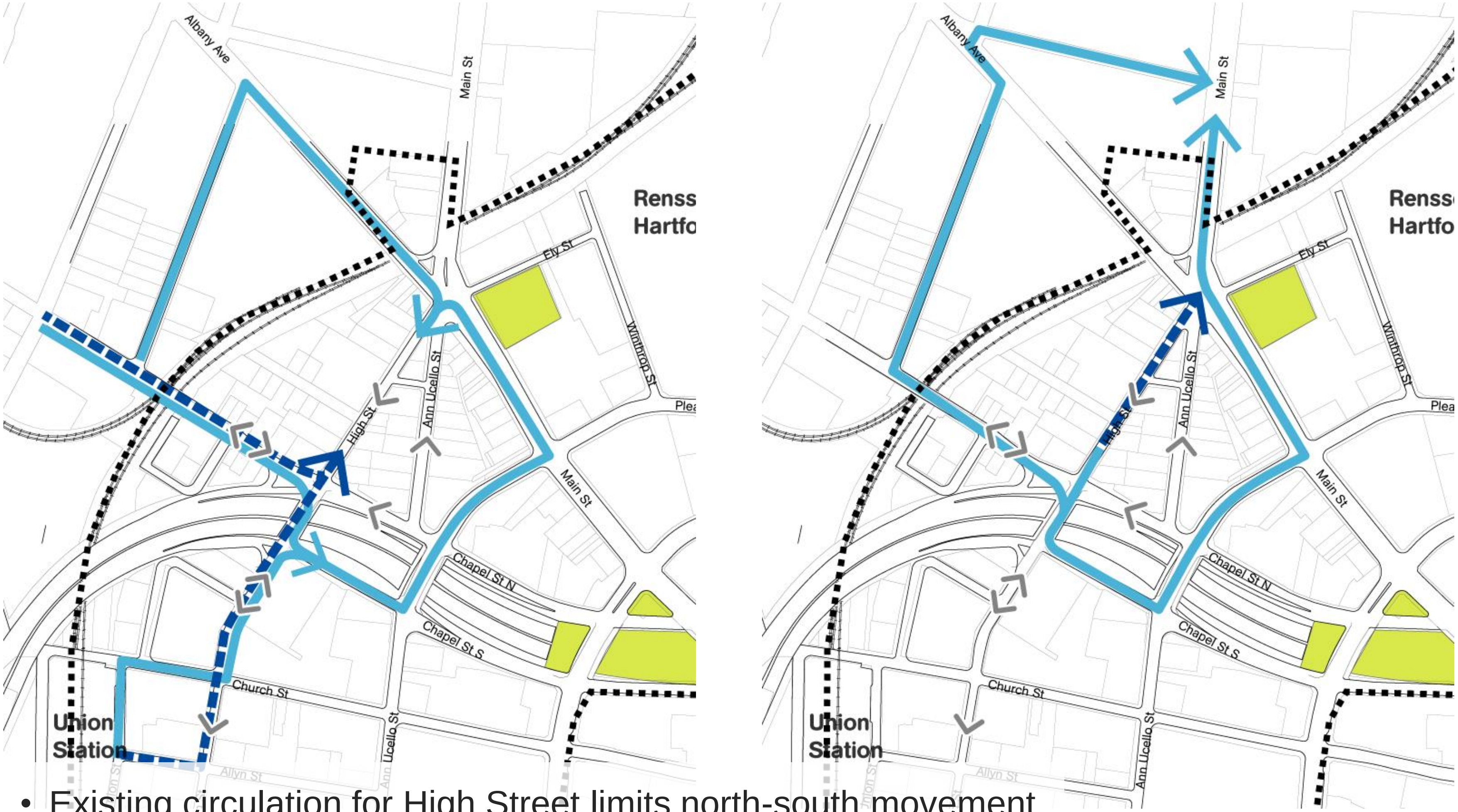
These 2 factors are critical to accelerate the absorption rate and get to critical mass

Transportation Planning

New Streets

- New streets create additional east-west and north-south movement across Downtown North
- Smaller block sizes allow for more efficient circulation and improve the pedestrian experience by creating breaks in the blocks

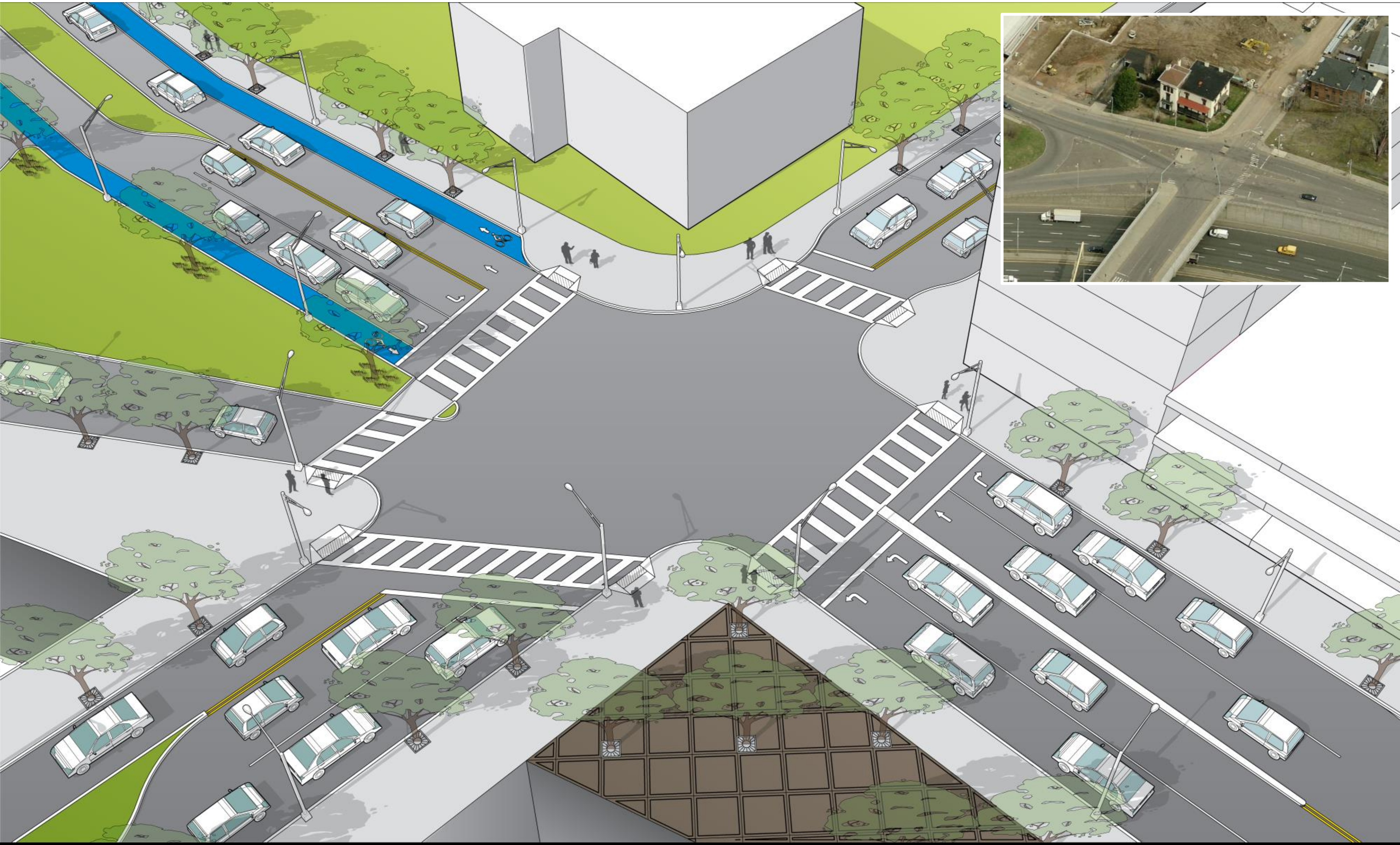
High Street Two-way Reversal



- Existing circulation for High Street limits north-south movement from Downtown West to Albany Ave. It is highly circuitous
- New circulation reverses one-way High Street into a two-way street to allow for additional movement

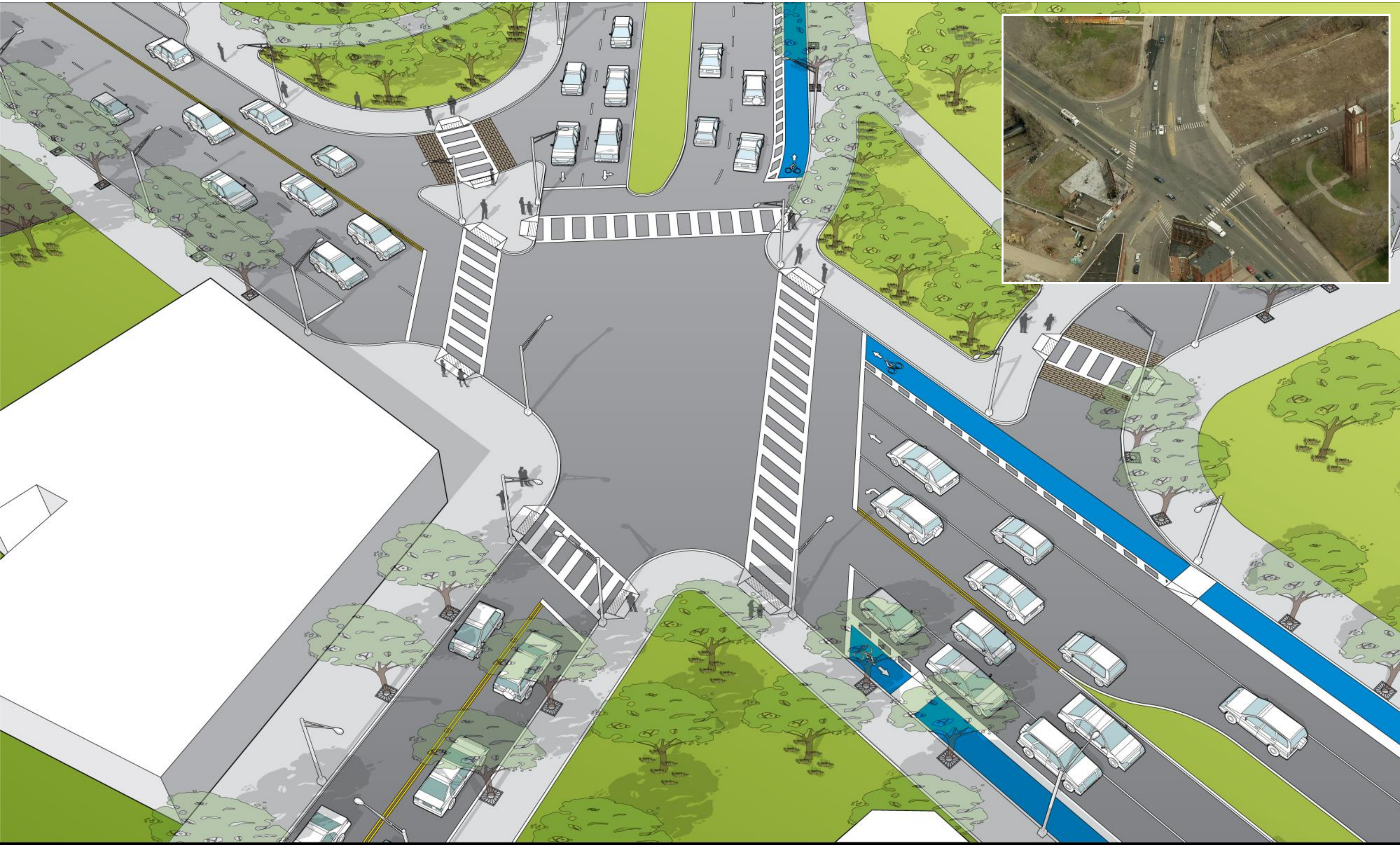
Current Movement
Additional Movement

Walnut/High Street Intersection

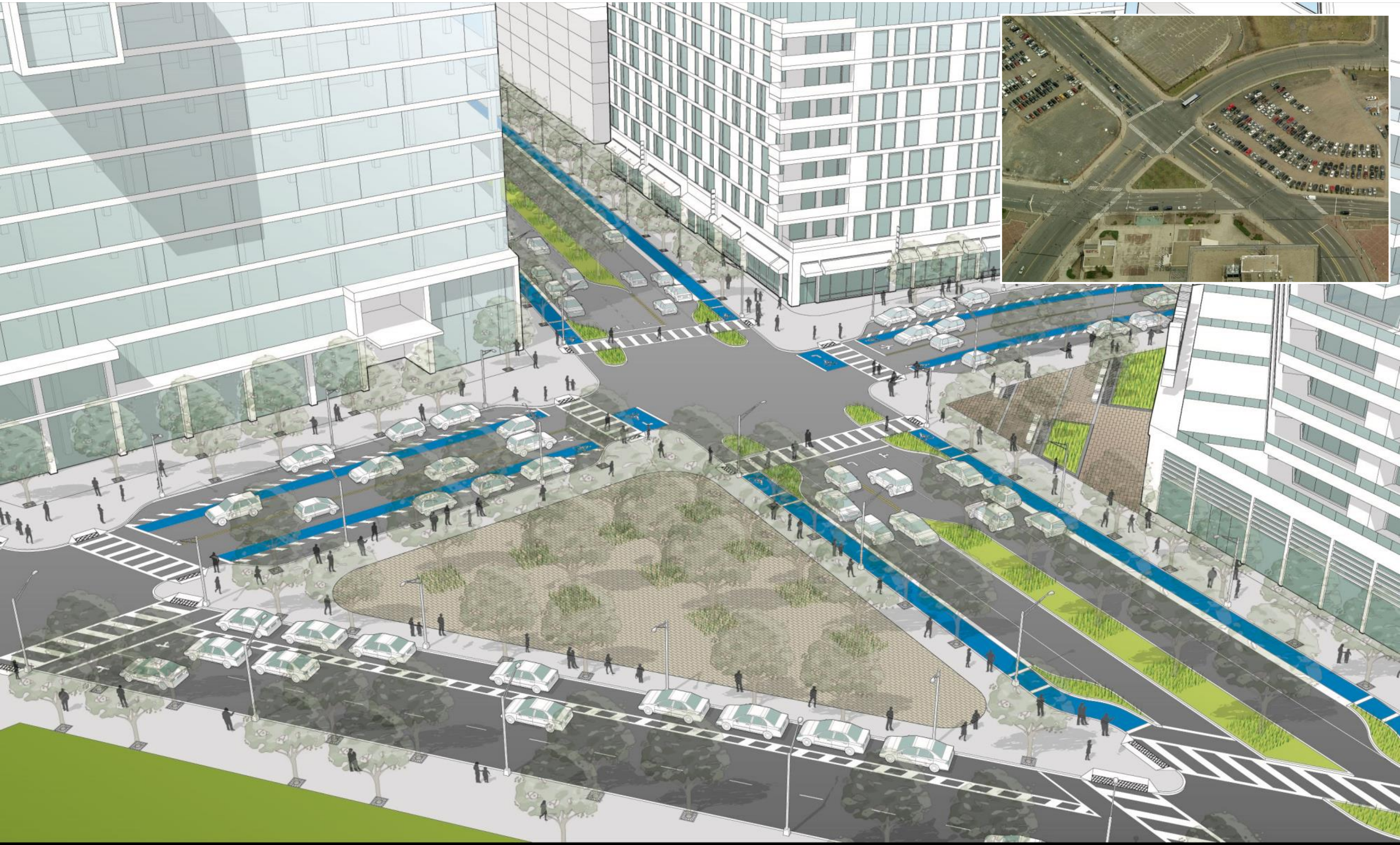


Transportation Planning

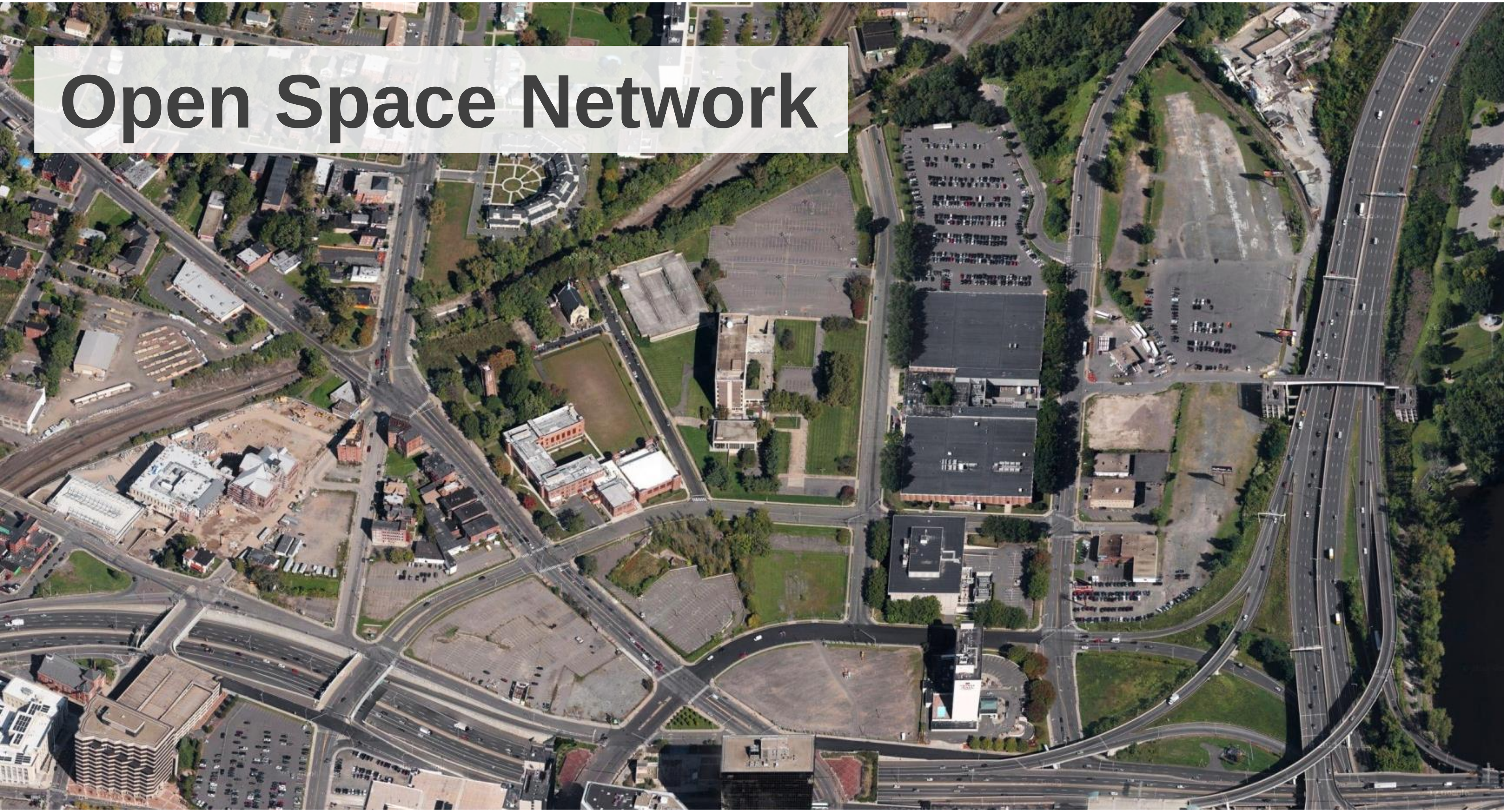
Albany Ave / Main Street Intersection



Main and Trumbull Street Intersection



Open Space Network



Open Space Network

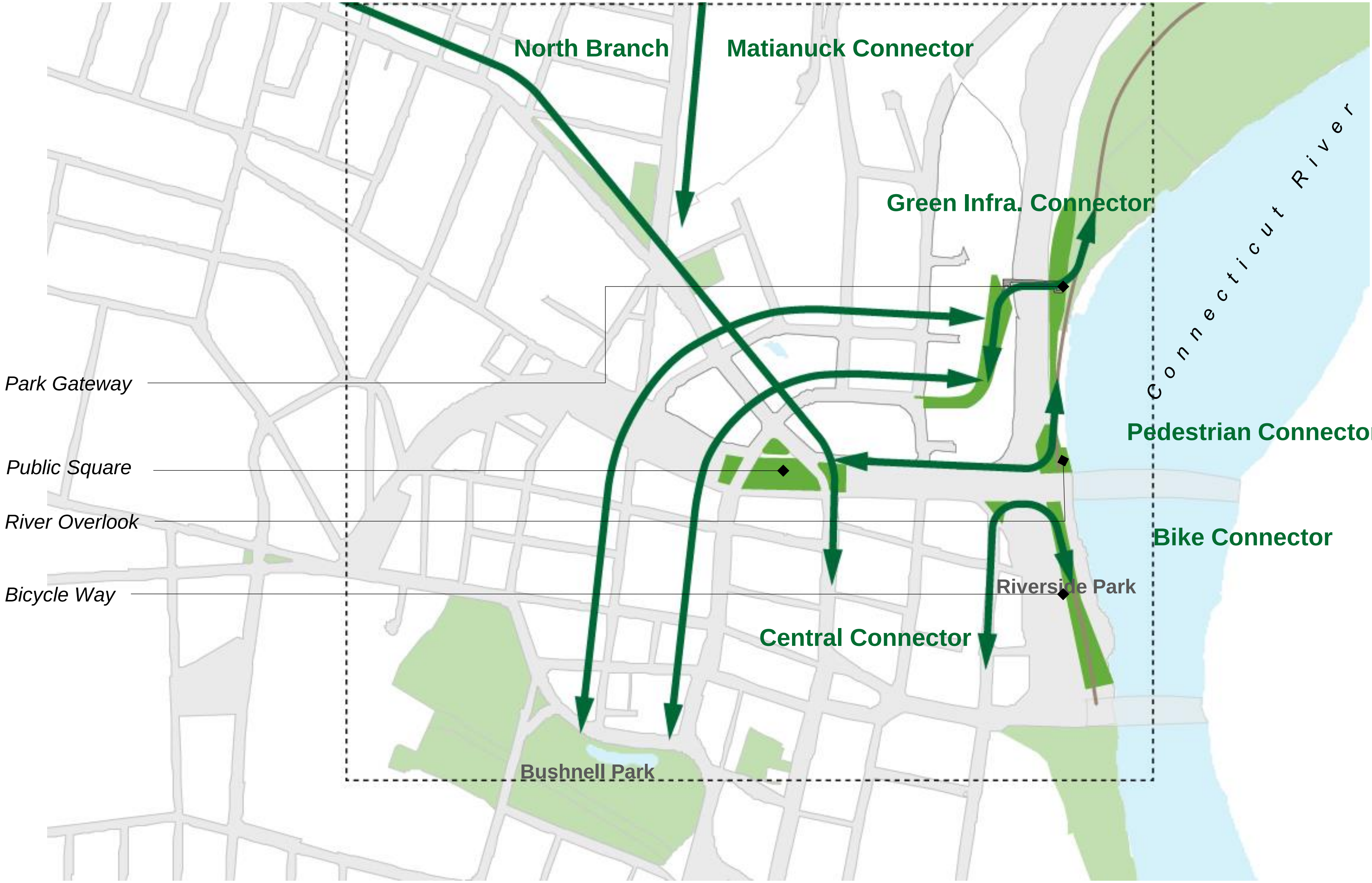
Open Space Network

Open Space Network

Open Space Network

Open Space Network

Open Space Network



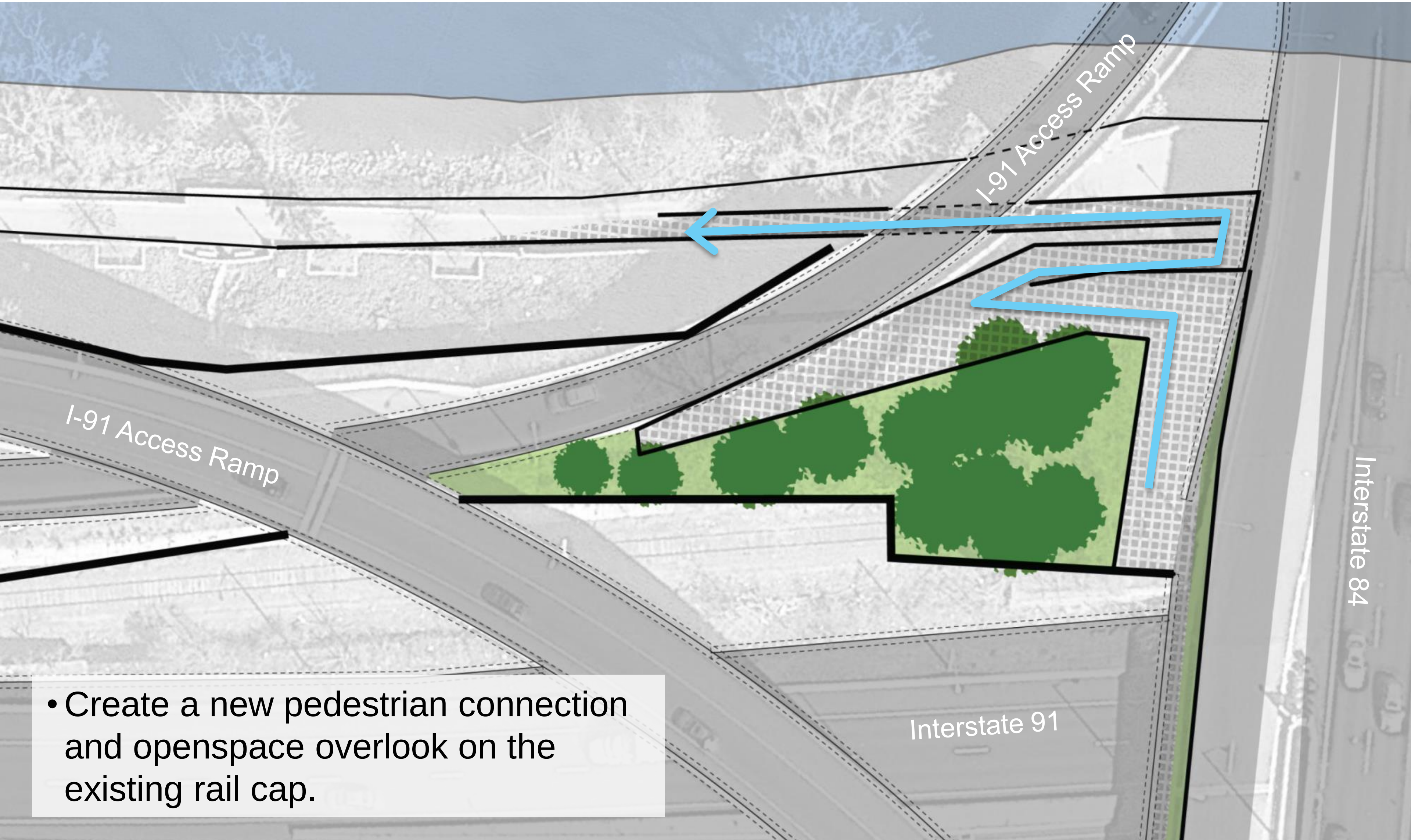
Concept 1: Pedestrian Connector

Concept 1: Pedestrian Connector

Create a new pedestrian connection and openspace overlook on the existing rail cap.

Open Space Network

Concept 1: Pedestrian Connector



- Create a new pedestrian connection and openspace overlook on the existing rail cap.

Concept 1: Pedestrian Connector

Gad Giladi and Annukka Larsen
End of Kilpinen Overpass. Jyväskylä, Finland

Open Space Network

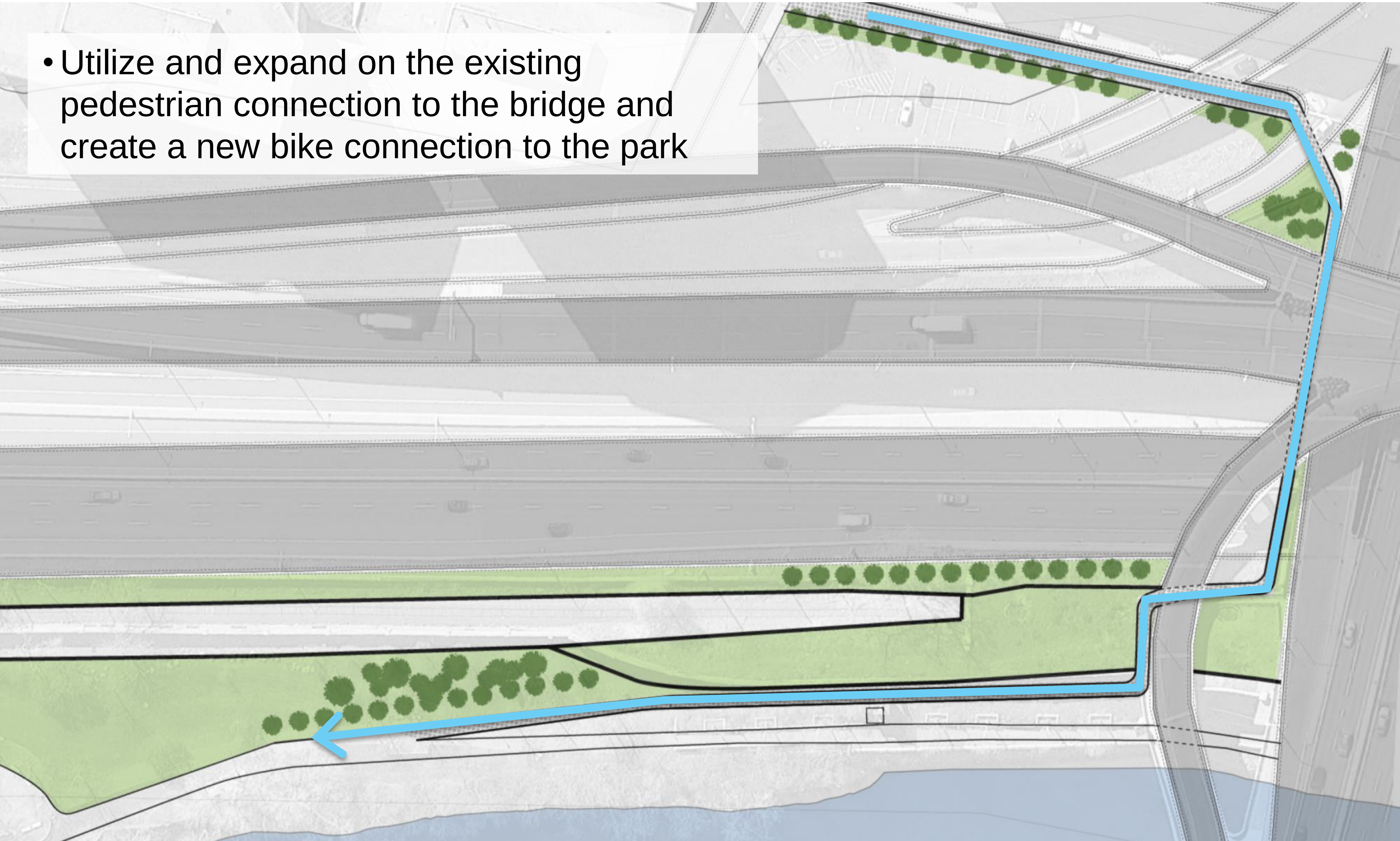
Concept 2: Bicycle Connector

Concept 2: Bicycle Connector

- Utilize and expand on the existing pedestrian connection to the bridge and create a new bike connection to the park

Concept 2: Bicycle Connector

- Utilize and expand on the existing pedestrian connection to the bridge and create a new bike connection to the park



Concept 2: Bicycle Connector

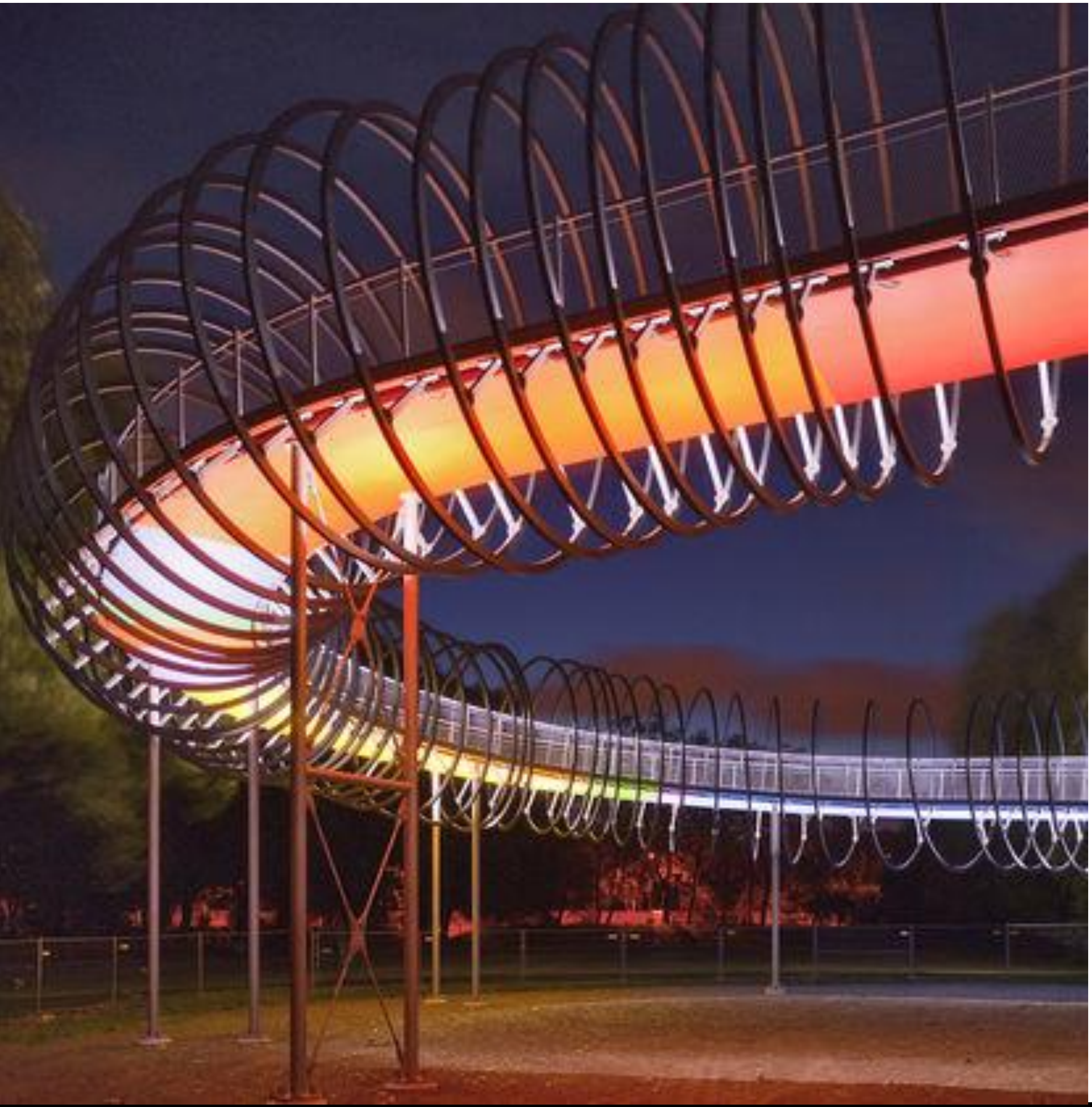
Concept 2: Bicycle Connector

Concept 3: Land Bridge Connector

Concept 3: Land Bridge Connector

Concept 3: Land Bridge Connector

Land Bridge Connector



Tobias Rehberger and Schlaich Bergermann
Slinky Springs Bridge. Oberhausen, Germany

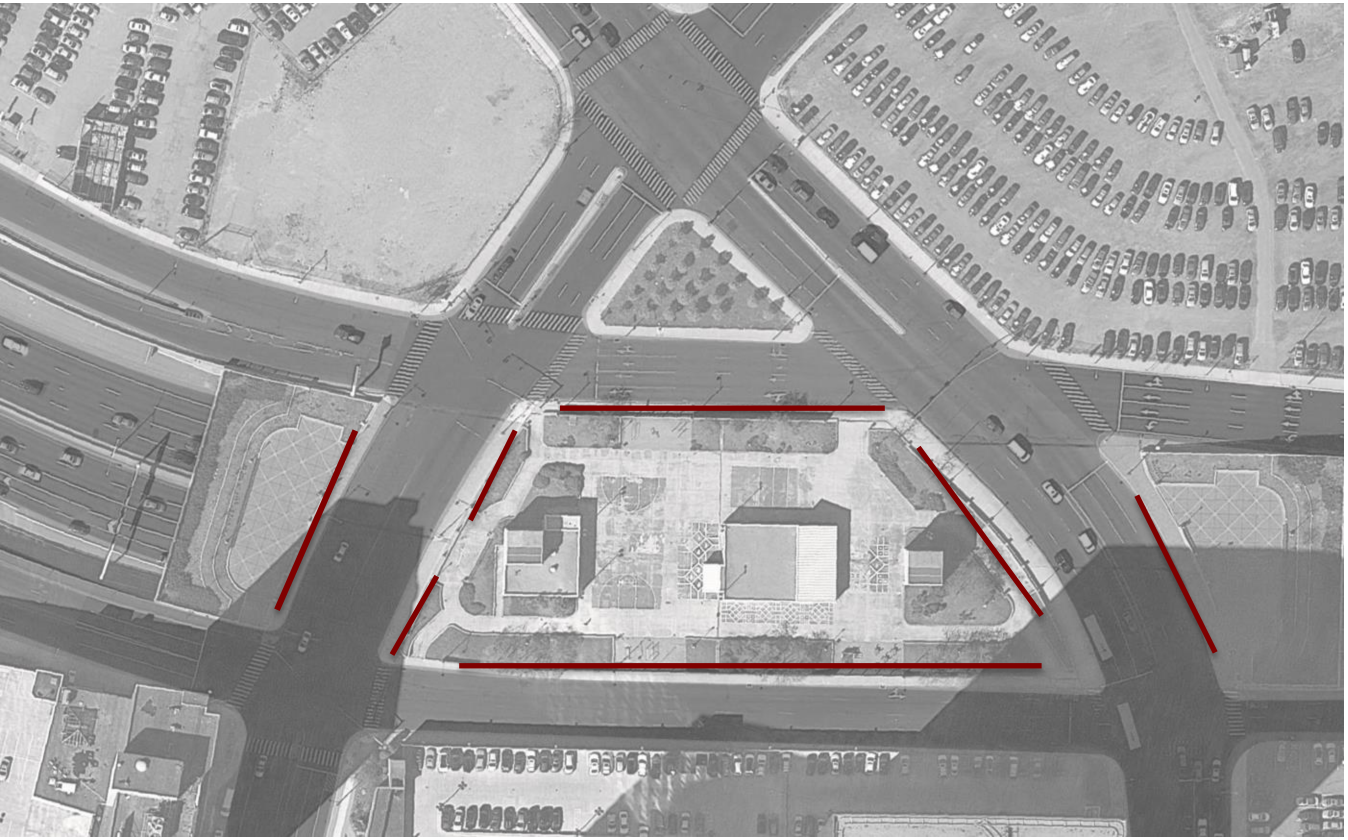
Open Space Network

Land Bridge Connector

Charles Jenks - Various

Open Space Network

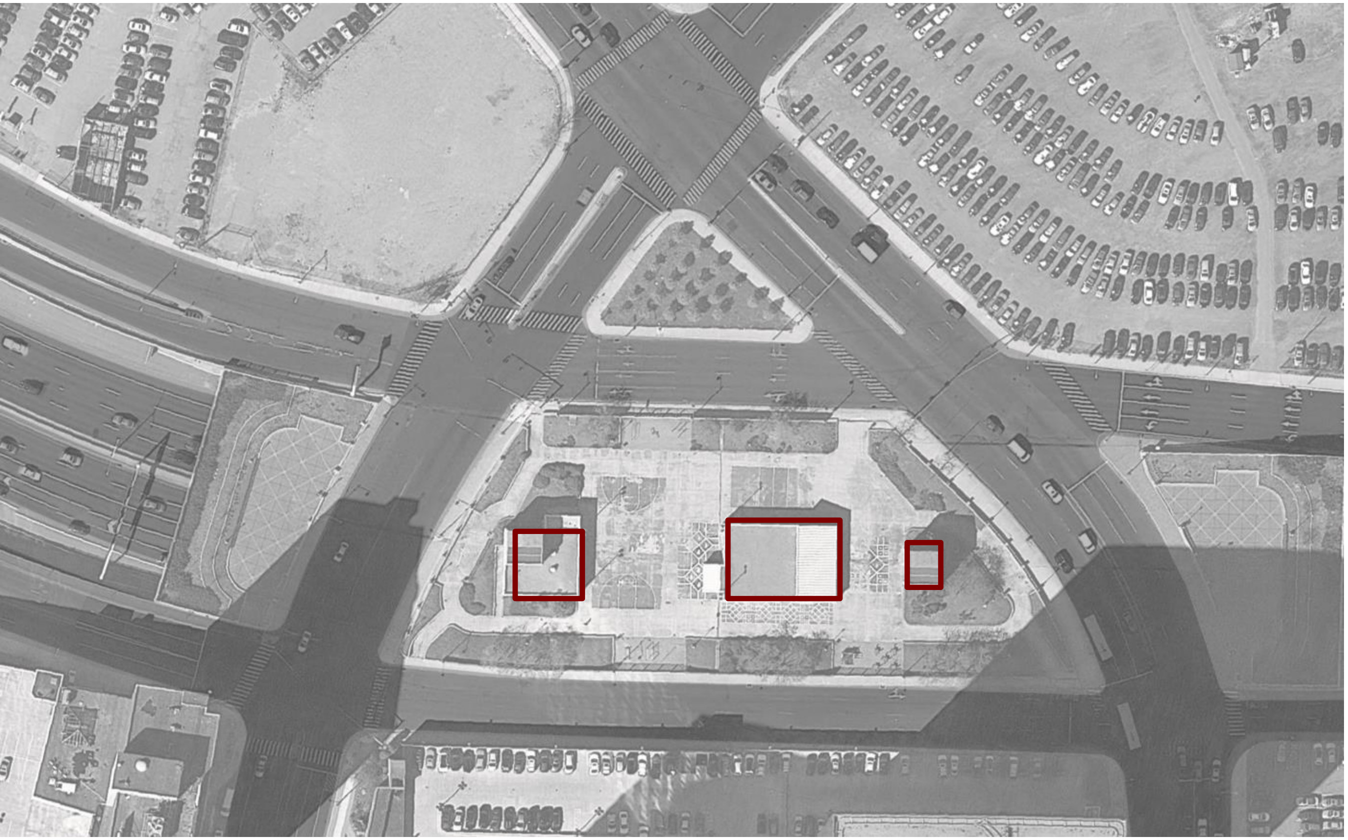
Town Green

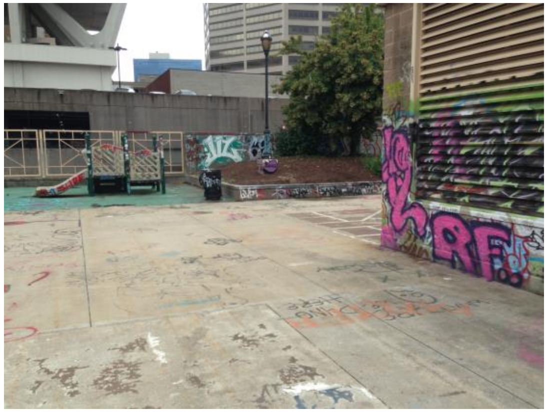


Issues:

- Walls and grade changes don’t allow for circulation though space

Town Green





Issues:

- Buildings and structures clutter central space.

Open Space Network

Town Green

Open Space Network

Town Green